ExpoEast Showguide p. 20

Natural Food Network

magazine

September/October 2007

DYNAMIC CONFECTION

Chocolate Sales Accelerate

Pg. 11



Plugging the Leaks

Pg. 7

Five Years after Certification

Q&A with Kathleen Merrigan

Pg. 16

Green Cleaners

Pg. 25

ORGANZA MARKET

Growing by Leaps & Bounds

Pg. 26

think popped!
never fried. never baked.



9 taste-bud popping flavors


NEW
WHOLESOME®
SWEETENERS
organic
Zero™
The All-Purpose Organic
Zero-Calorie Sweetener
Made Just From Sugar
THE PERFECT REPLACEMENT
FOR ARTIFICIAL SWEETENERS
Zero Calories
GMO-FREE
ORGANIC ZERO CALORIE SWEETENER
Packets
Zero Calories
Zero Glycemic Index
Zero Artificial
Suitable for diabetics
USDA ORGANIC
FAIR TRADE CERTIFIED
From the category leader in Organic, Fair Trade Certified™ & Natural
Sugars, Syrups & Nectars*
ORGANIC SUGAR
ORGANIC SUCANAT
ORGANIC LIGHT BROWN SUGAR
ORGANIC DARK BROWN SUGAR
www.OrganicZero.com 1.800.680.1896 info@OrganicSugars.biz
*Source: SPINS 2007


All Natural, 100% Whole Wheat
Fresh from your oven!
Give your customers the healthy, delicious cookies, muffins and other bakery items they want while you enjoy the hassle-free freezer to oven convenience of predeposited items!
FreshBakes
• Made with 100% Healthy Whole Wheat
• All Natural, Trans Fat Free
• Operationally Simple
• Consistent Quality Control
• Convenient Packaging
LOOK FOR
WHOLE GRAIN
NO TRANS FATS
the leader in predeposited whole grain bakery products
Bake'nJoy®
Where Good Taste Begins℠
Visit us at www.bakenjoy.com
Contact us at productinfo@bakenjoy.com or 800.666.4937

Contents

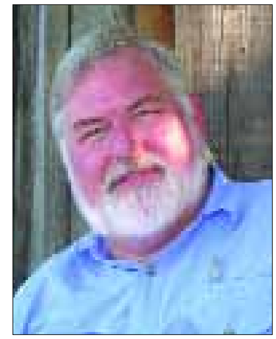


p. 26



p. 11

Sustainable Imperative



Legions promoting sustainable retail and food manufacturing practices are literally marching past your door.

Sustainable Table's 38-day *Eat Well Guided Tour of America* began Aug. 2 in West Hollywood and ended at Gigi's Market in Red Hook New York for a Farm Aid concert.

The bio-fuel tour bus attracted crowds and television coverage when it stopped at grocery stores, ranches, restaurants and farms in 25 cities. The tour raised interest and built momentum for sustainable practices. It is one more sign of the transition from trend to business imperative.

Sustainable practices have a very broad base 93 percent base of consumers and organizational support. The tour was hosted by THRIVE, and CAFF (Community Alliance with Family Farmers), Slow Food chapters, Food and Water Watch and the Chef's Collaborative.

Hundreds of community-based groups and manufacturers are on board. Lee Scott, Wal-Mart's president and CEO is praised as a sustainability a champion. Scott established a packaging scorecard that rewards size and weight reductions and recycling with land use and energy initiatives. See walmartstores.com/microsite/walmart_sustainability.html for inspiration from a company that burns 134 million gallons of diesel driving 872 million miles a week.

"Environmental sustainability is not a passing trend; rather, it is a critical business issue that is rapidly becoming a requirement for consumer businesses," according to a recent study conducted by Deloitte Consulting LLP for the Grocery Manufacturers Association (GMA).

"While the issues associated with sustainability - such as waste management, commodity shortages and energy usage - are nothing new, the expectations of shareholders, consumers, regulators, and other constituencies have changed, pushing sustainability to the top of the agenda for many consumer products companies," said Peter Capozucca, co-author of the GMA study.

"It is unlike any business issue consumer businesses have encountered in the past. The industry's large environmental footprint and unique dependencies on agricultural inputs, water and packaging make sustainability a critical strategic issue that consumer packaged goods companies must address proactively," said Capozucca.

The study found that 85 percent of America's consumer product businesses are actively pursuing sustainability initiatives. Most recycle and practice energy conservation. More revealing is that internal priorities are the primary driver behind this movement at more than 60 percent of these companies. Motivations such as cost reduction, mitigation of regulatory risk and potential shortages are compelling for manufacturers and retailers alike. To meet these challenges the Grocery Manufacturers Association/Food Products Association will host their first Sustainability Summit (Jan. 17-18 in Washington, D.C.). GMA is taking a leadership role in promoting good retail practices by offering a compendium of ideas that members can access online at www.gmabrands.com.

"This study tells us that sustainability is not just about 'going green'- it involves competing in a different world with constantly evolving issues and expectations," said Stephen Sibert, GMA's senior vice president of industry affairs.

Companies that treat sustainability as a business requirement with direct involvement by their CEO make progress. Success, however, ultimately hinges on collaboration among suppliers, academics and scientists as well as consumers who must be encouraged to recycle and reward retailer's sustainable practices. NFN

To register for the Grocery Manufacturers Assoc. Environmental Sustainability Summit contact Liz Cookson at 202-295-3950 or email lcookson@gmabrands.com. Visit gmabrands.com to obtain a copy of the Deloitte Study: "Sustainability: Balancing Opportunity and Risk in the Consumer Products Industry."

Editorial Index to People, Companies and Organizations in this issue.

Plugging the Leaks: Stopping Shrink

BY DAN CALABRESE

Retail theft for grocers is a large and growing problem. The following simple preventative measures help you fight back.

During a recent church-sponsored youth group outing in Grand Rapids, Michigan, nine high-school age teens from four different schools were asked: "How many of you have shoplifted?"

Every hand went up. The teens were then asked if the response would be the same with any random group of teens from their respective schools. All agreed that it would be. One teen explained how she and her contemporaries justify their behavior: "I figure that if it's just a small item, they can afford it. They have a lot of money, and I don't."

To be sure, retail theft involves a lot of money. According to a loss prevention study issued in late 2006 by the Food Marketing Institute (FMI), the impact of shoplifting alone is such that companies apprehend an average of one shoplifter per day, with each incident costing an average of $30. That, of course, involves only the shoplifters who are caught.

But shoplifting is just one element. Employee theft remains the largest element of retail shrink among grocers, accounting for 40 percent and averaging an impact of $12,000 per year per company. Meanwhile, organized retail crime (ORC) is cited by 62.5 percent of grocers as a growing problem. ORC rings focus on products like cigarettes and baby formula, which they turn around and sell at flea markets and in other informal settings.

Bad checks continue to afflict companies with a median loss of more than $57,000 a year. And even credit card and debit card payments – supposedly less risky methods of payment – caused an average loss of more than $3,000 per company in 2005. Throw in the impact of counterfeit money - $500 per year per company – and the still-too-frequent problem of robberies, of which six in 10 companies reported at least one, costing more than $3,000 per incident, and someone might want to tell those teens what the financial picture of a retailer really looks like.

With respect to greater security measures, longtime retail security consultant Chris McGoey of San Francisco-based McGoey

continued on page 8

Natural Food Network magazine

Natural Food Network Magazine is published six times per year.

Business offices are located at:
63 Bovet Road, Suite 432
San Mateo, CA 94403-3104
(650) 286-4165
or (877) 236-5633 toll free.

Vol. 3, No. 15. All rights reserved. No part of this publication may be reproduced in any form without written permission from the publisher. Entire contents are protected by Copyright © NaturalFoodNet 2007 One World Media, LLC.

POSTMASTER: Send address changes to:

Natural Food Network Magazine
63 Bovet Road, Suite 432
San Mateo, CA 94403-3104.

While the publishers have made every effort to ensure the accuracy of the materials presented in *Natural Food Network Magazine*, they are not responsible for the correctness of the information and/or opinions expressed. Qualified readers may subscribe free by visiting:

www.naturalfoodnet.com



PLUGGING LEAKS from page 7

Security Consulting does not see grocers moving as quickly as other retailers, and does not expect that they will.

"Grocers notoriously have less security in place than a typical retailer," McGoey says. "It's just the style of their business. I've worked with them for over 30 years, and they just don't want to spend the money or the time having loss prevention people. They just consider it a cost of doing business."

The good news, according to the FMI study, is that the industry appears to have achieved a 2 percent reduction in shrink in 2005 compared to 2004. Techniques for accomplishing this include greater use of technology (90 percent of grocers use some sort of closed circuit television; about a quarter use biometrics), monitoring techniques (76 percent use point-of-sale exception monitoring), old standbys (seven in 10 companies use third-party-operated employee hotlines to reduce employee theft) and preventive measures, such as new employee training on how to spot and prevent theft of various kinds.

"We train our associates to be very mindful and watchful of things that happen in the store," says Maria Brous, director of media and community relations for Lakeland, Florida-based Publix. "That includes taking precautions before we leave for the day, and making sure our property is locked up. Our managers are highly trained and they also pass that on to associates, so they can understand that every store is different."

But less than 20 percent of retailers reported providing formal loss-prevention training for employees below the level of manager. Most of the training budget is dedicated to managers and security personnel.

David Donnan, who teaches a loss prevention course at the IGA Coca-Cola Retail Institute, and contributed to the FMI report for Checkpoint before leaving to establish his own consultancy, Silvertip Management, believes employees at all levels are the key to stopping theft.

"The most important thing by far is hiring, retaining and training the right employees," Donnan says. "No technology is ever going to prevent a sophisticated and determined thief, but your employees are the ones who are going to see what's happening. The best

> "A growing priority is combatting organized retail crime. These well-organized outfits move quickly from store to store, and from town to town."

retailers are the ones that have good programs, where you go into their store and you're automatically recognized by an employee. They know what you need. And you know they're constantly paying attention to you. When you do exit interviews with shoplifters, that's what they're most afraid of."

McGoey says a trained eye can spot a shoplifter. "I can hardly go into a grocery store without seeing someone steal something," McGoey says. "I could just pick them out of the aisle, by the way they're carrying themselves, by the way they're acting. I can tell that they're there to steal."

A growing priority is combating ORC rings. These well-organized outfits move quickly from store to store, and from town to town, stocking up on goods they can turn around and sell in black-market settings. They focus on products like cigarettes, baby formula and over-the-counter drugs, which are in demand from low-income demographic groups who are willing to buy them outside normal retail channels.

The impact of ORC may extend beyond retail losses, which the FBI estimates at $30 billion a year. FBI officials believe that some of this money may be used to fund terrorism.

"Gangs are sophisticated and fast, sweeping baby formula, medicines and other expensive items off shelves, repackaging the products and fencing them through flea markets and pawn shops and over the Internet at sites such as eBay," an FMI press release on the loss study says.

Retailers are noticing. In a written statement provided for this story, spokeswoman Natalie Danaher of Minneapolis-based SuperValu says, "Because the safety and security of our customers and associates is a top priority, we are engaged in a number of initiatives to increase awareness and combat ORC issues."

According to Danaher, these initiatives include: serving as a member of the Food Marketing Institute (FMI) to discuss and monitor ORC issues; establishing a dedicated ORC task force whose primary responsibilities are to meet on an ongoing basis, share ideas and resolve ORC issues; and partnering with the National Retail Federation's Retail Loss Prevention Intelligence Network (RLPIN - a nationwide system that enables retail companies and law enforcement agencies to report and monitor ORC incidents), to connect asset protection field teams and law enforcement teams between jurisdictions.

Brous says Publix finds there is no substitute for close cooperation with law enforcement in the fight against ORC and other theft.

"We cooperate with the local police departments and the sheriff's office to be able to show them video surveillance, or anything else we might have," he says. "In some cases, we have people at work in our stores or parking lots, patrolling our areas to ensure the safety of our premises."

Both sides of the perpetual battle – the thieves and those charged with stopping them – continue to innovate. Even gift cards with pre-set spending amounts are now being manipulated, as thieves learn to alter barcodes to increase pre-set spending limits on cards. Retailers often use point-of-sale audits to combat techniques such as these.

And as always, with employee theft accounting for the largest share of retail loss, companies pursue internal security policies that will minimize risk, even as they seek to implement hiring practices that will prevent the hiring of likely theft candidates. Although tactics like background checks and prior termination record checks are available, the effort is considerably more difficult for a labor-intensive industry in the current environment of low unemployment.

In the FMI report, Steve Earl, senior industry marketing manager for Kronos Inc., recommends that large retail organizations implement common hiring practices across stores, provide managers with interviewing guides and implement quick-hire procedures for clearly outstanding candidates to prevent them from going to competitors.

"But, like all good habits, a culture of honesty must be carefully developed, practiced and reinforced," Earl writes. "The first step for retailers is to consistently select and hire employees who support such a culture." NFN


CUSTOMERS WAITING
Bob's Red Mill
To Your Good Health
GLUTEN FREE
WHOLE GRAIN
STEEL CUT OATS
Bob's Red Mill
GLUTEN FREE
WHOLE GRAIN
ROLLED OATS
Bob's Red Mill
MADE IN THE U.S.A.
Now Bob's Red Mill has what millions of gluten free consumers have been longing for – a reliable source for tested gluten free oats. As the trusted leader in gluten free foods, Bob's Red Mill's Gluten Free Rolled Oats and Gluten Free Steel Cut Oats will revolutionize your entire gluten free set. Contact Bob's Red Mill to learn more about why these pure oats will have consumers beating a path to your door.
Whole grain foods for every meal of the day.©
Visit us at Natural Products Expo East, Booth #3325
www.bobsredmill.com/nfn
1.800.349.2173

Aurora Organic Dairy to Stop Using Organic Label

Debates as to the nature of what is and is not truly organic continues, but the public, and the U.S. Department of Agriculture, has made it clear that major factory-style dairy farming does not meet the organic standard.

Aurora Organic Dairy, a large industrial dairy operation in Colorado that produces most of the private label milk sold as organic, will stop using the organic label during a one-year probationary period ordered by USDA.

Faced with losing their organic certification, Aurora signed a consent decree with the USDA that agreed that they would stop using the organic label for some of its milk and that the company would remove some cows from its herd. In addition Aurora will not renew organic certification of its Woodward, Colo., facility.

The agency cited numerous deficiencies including access to pasture, faulty record keeping and cows improperly transitioned to organic. The company is also required to make significant changes to its farming practices, including the creation and implementation of plans to bring the company into compliance with federal organic standards.

While the USDA response helps to clarify the outer limits of acceptable farming practices that can still be in accordance with organic standards, some believe that it does not go far enough.

Mark Kastel, co-founder of the Cornucopia Institute, a watchdog group that was instrumental in exposing Aurora Organic's violation of organic standards, agreed that USDA action was a positive step, but said he does not believe that agency's punishment is sufficient for the violation.

The Food Emporium Begins Cutting Dakota Beef

Manhattan-based The Food Emporium began cutting organic beef at full-service meat departments at 16 New York City locations Labor Day weekend, becoming the first certified meat departments of 405 stores operated by The Great Atlantic & Pacific Tea Company.

The gourmet chain, working closely with Dakota Beef LLC, was certified by International Certification Services.

"With organic certification, we are moving our full-service meat departments forward and making organic a centerpiece in the premium, gourmet experience we offer our customers," said Ray Donnelly, Senior Merchant, Meat and Seafood for The Food Emporium.

"No other beef supplier has brought us so much extra value to a retail meat program as Dakota Beef has with this organic certification," he added. Organic beef consumers can be confident that the ranch, processing plant and now their grocery meat counter are all verified organic according to strict USDA standards.

"I am extremely proud of The Food Emporium for taking this final step to ensure the beef their customers are purchasing really is indeed organic. What this ultimately does is ensure the organic seal stands for something with integrity," said Dakota Beef CEO Scott Lively. "Being a truly vertically integrated organic beef company, we wanted to do some more for a customer than just sell them beef," he added.

LETTER TO THE EDITOR

Food of the Gods

Dear Editor:

As a subscriber of the e-mail newsletter I cannot let pass the opportunity of commenting on this issue's article on softening regulations on chocolate. (See Page 11)

Inexpensive chocolate manufacturers demands are understandable, but then they should not label the product "chocolate". As a chocoholic I enjoy not having to spend a fortune everytime I want to get a taste of chocolate. Most inexpensive versions at least satisfy in part my craving for the "food of the gods", as the Aztec and Mayas called chocolate. But I should have the right to know that when I decide to spend a small fortune to eat real chocolate, I get the real thing.

Congratulations for the magazine!

Jorge Casale,
ARGENCERT SRL
IFOAM Standards Comité member.

Natural Food Network magazine

www.naturalfoodnet.com

EDITORIAL

Editor
Dan Bolton
dan@naturalfoodnet.com

Art Director
Rex Muzones

Contributors
Dan Calabrese, Holly Case, Jill Nussinow, Roberta G. Wax and David Wortman

Newsletter Editor
Holly Case
holly@naturalfoodnet.com

New Products Editor
Sarah Muir
sarah@naturalfoodnet.com

Contributing Editors
Dan Calabrese & Jill Nussinow

Copyediting and Proofreading
Susan Bolton

Editorial Inquiries
(650) 286-7398
Send press releases and photos to news@naturalfoodnet.com

BUSINESS

Angela Kilkenny
Director of Sales
(650) 286-4110
angela@naturalfoodnet.com

Carol Breitman
East Coast Sales Manager
carol@naturalfoodnet.com

Marianne Peimani
Accounting
mpeimani@naturalfoodnet.com

Advertising inquiries:
(877) 236-5633 (toll-free)

OPERATIONS

Vice President Operations
Dan Bolton

Circulation
Lisa Picchi, Margaret Grigorian and Shay Williams
circulation@naturalfoodnet.com

CONTACT
Natural Food Network
63 Bovet Road, Suite 432,
San Mateo, CA 94403-3104
Tel: (650) 286-7398
Fax: (650) 286-4107

Copyright © NaturalFoodNet 2007
One World Media, LLC.

Cover photo: Jupiter Images

Photo on page: 11, 25
© 2007 Jupiter Images

BPA WORLDWIDE BUSINESS

Associate Member Organic Trade Association

Since 1936 NNFA National Nutritional Foods Association

Chocolate: Organic Sales Spike Across Category

BY JILL NUSSINOW

Driving chocolate sales is easy if manufacturers cooperate with demo and sampling programs.

Delving deep into the chocolate category reveals tasty morsels about America's newest darling in the "healthy" snack category. A survey of 1001 Americans released in July 2007, commissioned by Barry Callebaut, a $4 billion chocolate manufacturer headquartered in Zurich, found that 43 percent of respondents would eat chocolate for its health benefit, with 45 percent paying a premium to do so. The organic side of this equation has seen sales jump 29 percent in 2006 according to an Organic Trade Association (OTA) report released August 2007.

Euromonitor Report estimated organic sales in North Americs at $70.8 million. OTA placed sales at $63.2 million affirming chocolate as the industry's growth segment.

The category still takes only a relatively small bite of the approximately $6 billion in total U.S. chocolate sales, according to OTA. Yet, it's enough to garner the attention of mainstream chocolate companies including Cadbury Schweppes PLC and Hershey Co. In 2005, Cadbury Schweppes bought the popular organic brand Green & Black; in 2006 competitor Hershey bought award-winning chocolatier Dagoba.

Russell Stover, Dove and Hershey's all recently introduced organic additions to their lines but their mass-market reputations will likely hinder attempts to gain position in the natural market.

New and established brands such as Theo, Seeds of Change, Endangered Species, Alter Eco, Equal Exchange, Sweet Earth and others, present lots of competition.

A September 2007 Packaged Facts report estimates that there are up to 2000 small chocolatiers, with a growing number catering to natural and organic consumers.



The bar has been raised for chocolate, and retailers are finding that deciding which brands belong on the shelf is a test.

"The organic food industry is positioned to gain from a trifecta of mega-food trends: health, wellness and premium quality," according to Packaged Facts. Callebaut reported that dark chocolate introductions increased from 306 to 926 SKUs between 2002 and 2006, accounting for 62.5 percent of all new candy SKUs.

Complex buying decisions include: organic, fair-trade, single origin, with flavors, additions, nutriceuticals, dark, milk or white. The labels touting cacao percentage further complicate matters. Knowing what drives your customers' chocolate purchasing decisions is key.

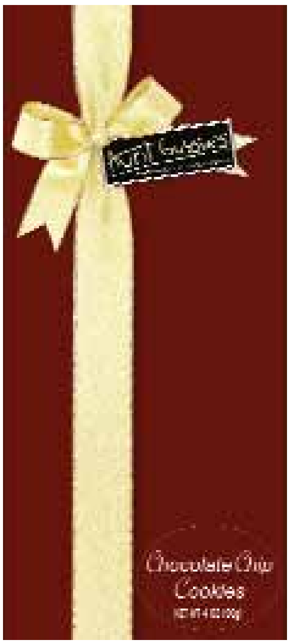
Joan Steuer of Chocolate Marketing, LLC says, "Chocolate lovers are becoming more like wine aficionados with a similar hunger for information! At the store level, this translates into educating managers and employees — with taste training so that

continued on page 12

CHOCOLATE from page 11

they can share their chocolate knowledge and personal passion and know how to direct customers to specific chocolates."

Marketing may push purchasing criteria. Women buy more premium chocolate than men. Higher income households purchase more chocolate with a keener eye toward quality, the environment and social issues.



Steuer observes that, "In organic chocolate, particularly, people want to know more about how buying that chocolate will help their world.

The organic chocolate companies' backgrounds and roles in sustainability are becoming increasingly important to share."

Endangered Species Chocolate, Dagoba and Seeds of Change offer this kind of information inside their labels but tearing open the wrapper makes it easy to miss.

Derek Finn, grocery manager at Santa Rosa Community Market in California, says that his customers demand fair-trade and organic chocolate. "The Endangered Species Chocolate sells well because they donate to environmental causes and the packaging and chocolate are good."

In contrast, Mike Chevalier, Natural Food leader at Oliver's, a 3-store Sonoma County chain, in Santa Rosa, CA, says, "I think our customers' interest in chocolate is casual." His Endangered Species customers usually buy the non-organic because the bars are bigger. Sometimes size matters.

Deb Music, VP of Sales and Marketing for Seattle-based Theo which produces organic, fair-trade chocolate on-site says, "The higher concentration of foodies in bigger metropolitan areas means more adventurous chocolate eaters, possibly related to exposure to different kinds of chocolate." Music thinks that more suburban and rural consumers who currently eat "more accessible, basic" chocolate may develop a palate for other flavor combinations in time. There may be other demographics to consider.

Packaged Facts reports that the popularity of dark chocolate, single origins and bold flavors are trends that cater to an older consumer group. High percentage cacao products with less sugar fit the bill for nutritious and delicious desires.



Their more robust flavor profile registers with a flagging sense of taste. Add potentially good-for-you ingredients such as superfruits acai, pomegranate, or blueberries and specialty bars can be enjoyed almost guilt-, but not calorie-, free. Discovering chocolate's distinctive nuances is aided by education.



Driving chocolate sales is easy if manufacturers cooperate with demo and sampling programs.

Steuer says, "Sampling will always be significant, as chocolate lovers always say yes to a freebie. In the future, though, sampling with knowledge-sharing, with specific focused tastings (be they origin-specific, or percent cacao-specific, etc.) will become even more popular. This supports customer education and ultimately, loyalty as well."

When hands-on education isn't possible, perhaps "shelf-talkers" will do the trick.

Steuer suggests that chocolate suppliers partner with retailers to provide materials such as header cards with flavor profiles and information on cacao origin for pure chocolate. Providing the background of an artisan produced chocolate and aids customers in choosing their favorite style, which may also be changing. The plain bar of unknown origin may be passé.

Single origin chocolates allow for "taste travel" especially as consumers realize how terroir (growing region) and bean varieties influence, and provide, more distinctive flavor and marketing differentiation. Your challenges will be satisfying a chocolate aficionado's desires with a breadth of bars, and where to shelve them all.



Steuer says, "I see retail shifting to include chocolate in many areas of the store beyond the traditional candy aisle and at check-out.

"Chocolate is more than just candy or a treat, it's also food for adults," said Steuer.

"As such, chocolate displays are showing up in the bakery area, alongside wines, and even in produce.

He predicts that chocolate "will continue to expand into the store's perimeter."

Get ready for customers seeking more sweet indulgence. NFN

"Portable Fresh Fruit, Frozen in Time"

—New York Times

Crispy Green® all natural freeze-dried fruit snacks - the simple and delicious way to add more fruit to your daily diet:



- Light and flavorful
- Retain nearly all the nutrients of fresh fruit
- No additives or preservatives
- No fat, no cholesterol
- Low in calories
- Long shelf-life
- Convenient – having natural fruit at your fingertips all the time!

Contact Information:

Email: info@CrispyGreen.com
Phone: 973.679.4515
Fax: 973.755.0358

Address:

Crispy Green Inc.
144 Fairfield Road
Fairfield, NJ 07004

Crispy Green.

real fruit, real taste, nothing else!®

- Crispy Apples
- Crispy Apricots
- Crispy Peaches
- Crispy Pineapples

For more information visit our web site: www.crispygreen.com

Chocolate Standards Debated

What are the ingredients that should be in a chocolate bar? That is a question that has been stirring up debate since last October in the U.S., as the Food and Drug Administration has been petitioned to revise which ingredients are allowable under the definition of chocolate. It is a matter that is garnering a surprising amount of debate from many sides, from chocolate connoisseurs to the Grocery Manufacturers Association to the Chocolate Manufacturers Association.

At the root of the debate is cocoa butter, and the standards that must be established to set a minimum percentage that chocolate must contain. Some industry groups have stated that cheaper vegetable oils should be allowed in place of cocoa butter. Chocolate in its purest state naturally contains 50 to 60 percent cocoa butter. Manufacturers can already use vegetable oils, but they are not allowed under current guidelines to call the resulting product chocolate.

The industry groups like the Chocolate Manufacturers Association and Grocery Manufacturers Association seek the flexibility to add different ingredients and employ different chocolate making techniques than are currently allowed. These groups charge that the standards regarding making chocolate are antiquated and therefore irrelevant, and a more modern, updated interpretation is needed. Their view is that the FDA's current standards are much too strict, unnecessary and potentially harmful to the entire chocolate industry.

However, many chocolatiers and consumers are opposed to the effort to weaken the standards. Speaking in the International Herald Tribune, Guittard Chocolate president Gary Guittard said, "It's a real philosophical thing, not just about the foods we eat. There is such a focus on people wanting to know what's in the foods they eat, how they're grown, where they come from - this seems to fly against the direction of the way things are moving." Guittard is one of the leaders of the opposition. Many consumers are also similarly passionate about chocolate and do not want to see the standards weakened either, which they feel would produce an inferior product.

Implementing such changes would undoubtedly change the future of the chocolate industry. Because the cost of cocoa butter is about four times greater than that of cheaper vegetable oils such as shea butter and palm oil, chocolate would be much cheaper to produce. Such a change would also have a global impact on the approximately 50 million cacao growers worldwide. The effect would likely be devastating for these growers because there would no longer be as great of a need for cocoa butter. NFN

–By Holly Case



Natural Food Net
The Business Network of the Natural and Organic Industry

The 2008 Natural Food Net Media Kit is now available. Impressions lead to sales. Find new retail buyers through our Network.

"After running our first Sell Sheet with Natural Food Net, we received quality response from excellent retail buyers. One buyer said the packaging for our product spoke to high quality. I was further impressed when he remarked that our placement in *Natural Food Network Magazine* added credibility to our company and product line."

Taos Herb Company / Yerba Hair Care

Bottom Line: Ads work!

Contact the sales department for marketing solutions
call 877 236 5633 or email
angela@naturalfoodnet.com

Food for Life®

EZEKIEL 4:9

CERTIFIED ORGANIC GRAINS



New Mexican Style
Sprouted Grain Tortillas

100% Flourless . High Fiber . Complete Protein

Our exclusive sprouting process increases vital nutrients through "enzymatic action". Enzymes, which spring to life during the sprouting process, biochemically break down starch, proteins and carbohydrates found in the original grain. This tends to promote digestibility and increases vitamins and minerals. Plus our unique baking techniques protect important natural fiber and bran. You can see, taste and smell *THE LIVE GRAIN DIFFERENCE!*™ of Food For Life Tortillas.

These unique tortillas are inspired by the Holy Scriptures verse:
"Take also unto thee wheat, and barley, and beans, and lentils, and millet, and spelt, and put them in one vessel, and make bread of it..." Ezekiel 4:9

Available at Natural & Specialty Foods Stores

1-800-797-5090 . www.foodforlife.com

Food for Life Baking Company, Inc. • 2991 E. Doherty St. • Corona, CA 92879

THE LIVE GRAIN DIFFERENCE!™

Q&A

Kathleen Merrigan

Director of the Agriculture, Food and Environment Program at the Friedman School of Nutrition Science and Policy at Tufts University

BY ROBERTA G. WAX

In 1990, Congress passed the Organic Foods Production Act (OFPA) requiring the U.S. Department of Agriculture (USDA) to develop national standards for organically produced agricultural products. The National Organic Program (NOP), a marketing program housed within the USDA Agricultural Marketing Service, developed national organic standards and established an organic certification program. These standards became effective Oct. 21, 2002, and helped boost U.S. consumption of organic products.

Kathleen Merrigan, currently the Director of the Agriculture, Food and Environment Program at the Friedman School of Nutrition Science and Policy at Tufts University, was senior science and technology advisor to the U.S. Senate Committee on Agriculture, Nutrition, and Forestry from 1987 to 1992 and was the staff author of the OFPA. In 1995, while a senior analyst at the Henry A. Wallace Institute for Alternative Agriculture, she was appointed to the National Organic Standards Board as an environmental representative. In 1999 she became administrator of the USDA Agricultural Marketing Service, where her chief responsibilities included publication of a new proposed organic rule and final rule. Merrigan has served on the board of directors of the Organic Farming Research Foundation, assisted the UN Food and Agriculture Organization in writing its first-ever policy paper on organic agriculture, and received the Organic Trade Association's 2000 Leadership award.

NFN talked with Merrigan about the NOP standards and the state of organics.

NFN: It's been five years since the National Organic Program began its certification program for organic foods. How have these standards been implemented?

Merrigan: Nobody's 100 percent happy, but that's to be expected. It's a very ambitious program that includes imports and making sure organic food coming into the country meets USDA standards. It's under-funded and beleaguered by continuous disputes within the food industry itself about what those standards should be. Given that, it's doing fine.



Kathleen Merrigan with son Seamus at far right. The location is a farm training site run by Tufts University where recent immigrants from Cambodia, Laos and Liberia are assisted in re-entering farming. Merrigan's husband, Mike Selmi is in the middle (without the bucket) and daughter Fiona is held by one of Merrigan's doctoral students.

NFN: What are some of the main disputes?

Merrigan: The essential issue has been the rule of the national list of what can be used in organic production, how that list should be decided. A lot of hard work went on during the 10 years post passage of the legislation, prior to implementation of the rule. There's been a lot of hard work by organic industry folk, environmentalists, etc. It's been a long process to come up with a national list that has been fairly well vetted through the communities that were involved in the drafting of the legislation. In large measure, there was consensus on (what should be on the) national list, but this didn't always technically meet the legislation requirements. So the national list was challenged in court. The key dispute was what should be on that list. There's been a lot of dispute over the role of pasture in dairy and a lot of feeling our way through the dark on what should constitute organic livestock production. The USDA didn't allow for labeling of organic livestock product until 1999. Crop rotation is the cornerstone. Livestock production is evolving. Then there's the question of the role of hydroponics, with some feeling that organic should mean soil based. And what about greenhouse products and standards for water? There are a thousand things still left undone. There is a need for continual dialog and compromise as we go forward.

NFN: What did this certification program do for organic food consumption? Did it raise consumer confidence?

Merrigan: According to many surveys, yes. People felt much more confident in the organic label if it had the USDA seal. I don't know if we have a full understanding of products that are less than 99 percent. But the growth in the organic market has been steady and the envy of all the rest of agriculture.

NFN: Have producers and retailers embraced these standards?

Merrigan: Yes, retailers in particular. Now you can buy organic everywhere, not just at a health food market. It's really main stream at this point. That means more land is under ecological management. Some worry about organic (producers) getting too big. But I don't want organic (food) to be the domain of just a small percentage of the population, the more affluent, or those in certain neighborhoods. I want everyone to be able to have access to organic foods.

NFN: In Italy, 8 percent of the farmland/rangeland is now organically managed. In Germany and the UK it is 4 percent. In the US it is .5 percent rangeland and .5 percent farmland. It was expected to be much greater by now. What is holding back the conversion? What are some of the problems US farmers face in going organic? What are some of the solutions?

Merrigan: There is a wide range of problems. We have a pretty strict standard compared to some other countries. It's not just

continued on page 18

5,000 New Customers... Hand Delivered

Our precisely targeted natural and organic customers want to meet you!

We can hand deliver your products to their homes. Xact Natural Pest Management™ is looking for manufacturers of organic or natural products who wish to have their products hand delivered directly into our customers' homes. Our clients trust Xact Natural to provide safe and effective pest management. Our "seal of approval" on products left for them carries clout because our clients understand our dedication to a healthy, natural lifestyle. **Our "gifts" do not get thrown away.**

We are **Xact Natural Pest Management**. We have been providing natural and organic pest management to thousands of South Florida households for over eight years. Our clients are highly qualified consumers of natural and organic products and services—they pay a premium to have their homes protected using our unique natural pest management approach.

Here's how this works:

1. Manufacturers of organic or natural products send samples to our warehouse in South Florida.
2. We distribute these products in a gift bag at no cost to you.
3. 5,000 highly qualified, potential new customers see and try your products.

If you would like to learn more about our program, please contact Jenine Winesuff Rubin at : jwrubin@xactnatural.com.

Also, please visit our website to learn more about Xact Natural Pest Management and our unique, natural approach to pest management.

(888) 333-XACT www.xactnatural.com

Xact natural℠ · pest management

Precise control without the toll on food, fingers or paws.™

Q&A

QA with Kathleen Merrigan from page 16

what is done on the farm or ranch, it's the distribution network, too. In some ways we in are in a weird period; the market is ebbing and flowing, supply is outstripping demand. It takes time for people to adjust. Other countries help out organic producers more than we do. I'd like to see the government give some subsidy or reward for environmental stewardship, or at least even the playing field. (For instance, making crop insurance premiums easier for smaller farmers to absorb.) There's a list of items organic activists have brought to Washington. There's a frustration that the federal government doesn't do more. On the other hand, we've made progress. The USDA is funding some organic research, which is long overdue. The House and Senate Agricultural Committees have subcommittees that have organic in the title. I wouldn't have predicted that when I was working on the legislation in 1990.

I find it exciting and hopeful. At a recent organic summit in Italy, the question was, "Is this the organic we wanted?" In many ways yes, it is. (While addressing that summit) I asked them to reflect on these things: patience, because I don't think the organic industry has a lot of experience dealing with the government and doesn't understand how long things can take; tolerance, because it's a community that talks a lot about tolerance and fairness, but is not always that tolerant; and compromise, which doesn't necessarily mean selling out or losing moral standards. (This is) essential to the process that involves government and a diverse constituency. And also celebration – people should be proud of what they've achieved in five years. In achieving environmental goals, it's not 100 percent what we wanted, but we're moving forward in the right direction.

NFN: What are the most controversial issues today regarding organic certification?

Merrigan: There are three issues. The first issue is that of the inspectors. One thing that drove the legislation was concern that some certifiers weren't doing a good job in holding producers and processors to the standards. Some concerns remain and we're looking to the USDA to have tough enforcement over the next few years. If people know of violations they should report them to the USDA, which needs to enforce the standards. Second, people are concerned about cost. (It costs certifiers to be accredited by the USDA) and they pass on that cost to producers. We've been concerned about the drop out factor of smaller producers (who leave the program) because of costs. We're trying to get cost sharing on certification. The third issue is oversight of imports, and how do we know if something is really organic. It will take years before we get to equivalency agreements, but we have U.S. and other country-based certifiers. There is a lot of concern that there be close oversight of that process.

NFN: How is the NOP working to promote organic farming, etc.?

Merrigan: That's not their mission. They promote it by making sure the program is credible, with quick and effective enforcement. But the USDA has (thousands) of employees. NOP has fewer than 20. We are looking to harness the energy of various agencies. NOP is housed within the Agricultural Marketing Service, which has started to collect market data on organic foods. The economic research service is starting to do more research on organic data. NOP's core responsibility is making sure that certifiers are doing their jobs.

There are a lot of (research) questions that merit exploration, such as is it possible that plants can develop a diabetes-like disease as humans can. Scientific studies are multi-year, multi-site studies. Private industry is funding some but they need to do more. The federal government needs to kick money in, too. (One of the issues in the current farm bill debate is) that organic agriculture should have research dollars equal to the amount of organic production. If that's 2 percent, we should get 2 percent of the research budget.

NFN: Amarjit Sahota, director of Organic Monitor, a market research firm based in the UK, writes: "Over-concentration of demand could put the global organic food industry in a fragile condition. Sluggish growth rates in one or both regions could close up markets for many producers." Sahota advises that producers in developing countries start developing internal markets. Is this realistic? How would they do this?

Merrigan: I'd have to see this in fuller context, but at a recent meeting of the Food Agricultural Organization (a branch of the United Nations), there was a lot of discussion on the need for developing countries to develop internal markets. They should reap the benefits of organic themselves. (Exporting organic crops because they need the cash might not be the best way to proceed.) It's best to have a simultaneous market internally so people have access to fresh, organic food.

NFN: In light of recent issues with Chinese farmed seafood imports, toothpaste additives and pet food (none certified organic), what are some of the dangers/issues the organic food industry faces, both in the US and abroad?

Merrigan: There are bound to be problems that will be uncovered in imported or domestically produced agriculture as we clamp down and scrutinize the systems we have in place. I hope consumers can see the larger picture. Organic has more safe foods than pet food or other things because the certification is in place.

A lot (of the problems) are happening because demand is outstripping supply, so people are going to other countries, as we try to transition more and more farmers. For instance, Organic Valley, a large dairy cooperative, is trying to sign up new producers to meet their demands. Supply can't keep up with demand. As we keep going in the market, the other big dilemma is (an urge to "buy local.") There is some concern fueled by organic advocates themselves who distrust corporate organizations, and there is a genuine desire by consumers to support local agriculture. The more we can fuse those interests, the better the industry will be. NFN

For more information on the NOP certification, go to: www.ams.usda.gov/NOP or call the National Organic Program at 202-720-3252.

All Things Organic™ | Chicago, Illinois

Conference: April 26 - 29, 2008 • Trade Show: April 27 - 29, 2008

More organic companies...more organic products...

All Things Organic™ Presented by: Organic Trade Association



simply more organic

All Things Organic™

- Is one of *Trade Show Week's* Top 50 fastest growing trade shows in the US.
- Has more organic companies exhibiting than any other show in North America.
- Is the only all organic trade show in the market. All products on display must be certified organic or be made with certified organic ingredients.

Global food & STYLE expo 2008 expect the unexpected

Co-located with NASFT's Fancy Food Show and NASDA's U.S. Food Export Showcase.

Take advantage of all that OTA and All Things Organic™ have to offer - visit www.organicexpo.com today to purchase conference session recordings from 2001-2007.

Register today at www.organicexpo.com

Presented by: Organic Produced by: diversified

CODE: 3800

Natural Products ExpoEast

The organic movement's products and ideals strongly influenced this year's Natural Products Expo East program and exhibits.

The show's keynote speaker is Paul Hawken, author of *Blessed Unrest: How the Largest Movement in the World Came into Being and Why No One Saw It Coming* (Viking Press, 2007). Hawken describes the underlying elements of environmental sustainability converging with social justice.

The collaboration of 100 million people, he says, is "humanity's immune response to political corruption, economic disease and ecological degradation, something unlike anything we have ever seen in terms of scale, breadth and diversity."

Another must-see speaker is Kevin Coupe whose insight into grocery-retailing is widely admired at MorningNewsBeat.com. Coupe and researchers from the Hartman Group and Avero Research will present compelling video Thursday afternoon on what makes a product hot.

Exhibitors, eager to put the newest products on display, anticipate continued support for the growing base of certified products.

Conversation at the second annual Organic Harvest Festival from 3 to 7 p.m. Wednesday will no doubt encompass supply shortages, the rapid emergence of private label organics and growing consumer preference for locally produced organic.

This year's Spirit of Organic awards banquet and fundraiser will benefit the Organic Farming Research Foundation and the International Federation of Organic Agriculture Movements.

Organic sessions worthy of note: "The National Organic Program: What it is and how it works" with Andrea Caroe, chair of the National Organic Standards Board, And on Friday: "How to be a Farmer-Friendly Company." This seminar is aimed at empowering retailers and manufacturers to help new organic farmers succeed

SCHEDULE

Conference: Sept 25-29, 2007 |
Exhibits: Sept. 27-29, 2007
Hours: 10 a.m. - 6 p.m. Thurs/Fri.
Saturday Hours: 10 a.m. - 4 p.m.
Baltimore Convention Center
Register at: www.expoeast.com or call (866).458-4935 toll free.
Email: tradeshows@newhope.com

What's Cool

Sales of natural and organic health and beauty products are expected to grow 50 percent by 2010. It can be tough to decide what to buy in a market flooded with new products. Natural Food Network's editors reviewed the exhibit list to help retailers find some of the show's best:

HEALTH & BEAUTY

Who needs plastic surgery when there are effective natural alternatives? BioTech Corporation introduces the addition of the amazing new "5 Minute Face Lift" to their Derma Silk line.
Booth No. 1303

Nature's Gate makes it easy to give your hair the organic treatment. Made with many organic ingredients, their shampoos and conditioners also come in a variety of pleasant fragrances, like Grapefruit and Wild Ginger. **Booth No. 542**

Chicken Poop Lip Junk may be a strange name, but customers everywhere are raving about this excellent lip balm (which contains only nice ingredients). Stop by the booth and learn the funny story behind the name. **Booth No. 153**

In addition to their skin care products that help women deal with uncomfortable hot flashes, woman-owned Emerita now has a new line of facial care products for women over 40. **Booth No. 554**

Germ-conscious people rarely leave home during flu season without their antibacterial hand gel. Instead of harsh chemical antibacterial products, trygentle sanitizing hand wipes from EO. **Booth No. 454**

Women now have a safe, environmentally conscious alternative in feminine hygiene products. Ask the women at Diva International about their revolutionary product. **Booth No. 743**

If you've ever joked that you love chocolate so much you would bathe in it, now Indigo Wild gives you that chance with their blissful Coco Zum line of bath products. **Booth No. 654**

Natural toothpaste users often have to sacrifice the option of whitening formulas, but now JASON Natural Products offers a fluoride-free whitening toothpaste. That's something to smile about!
Booth No. 531

Is it possible to find makeup without artificial dyes or ingredients? Yes! Primitive Makeup brings you natural alternatives to conventional cosmetics, in shades to suit all skin tones. **Booth No. 4014**

Disposable diapers are undoubtedly convenient, but most brands are really hard on the environment. TenderCare wants to change that with their Tushies diapers, which contain chlorine-free wood pulp and cotton instead of absorbent chemical gel.
Booth No. 627

Aluminum-free deodorants often have the reputation of not working as effectively as their mainstream counterparts. Tom's of Maine tackled this by reformulating their Long-Lasting Deodorant to include hops, a natural odor fighter.
Booth No. 431

Count on the goodness of the Mediterranean to improve your health inside and out. Tact Beauty Care includes natural ingredients like Mediterranean olive oil and Aegean sea salt to create smooth, supple skin. **Booth No. 252**

What's Cool

Reduce your dependence on petroleum not just in your car, but also in your skin care. Pangea Organics makes "Ecocentric Bodycare" that contains no synthetic or petrochemical ingredients; it's good for you and the planet. **Booth No. 836**

Natracare is known for their natural feminine hygiene products, but now they're bringing their expertise to a new line of baby care products that pamper delicate infant skin, like shampoos and lotions made with essential oils and never any parabens. **Booth No. 439**

Nail fungus is a surprisingly common problem that nobody wants to admit that they have. Now No Miss! gets rid of it quickly, with their effective new natural treatments for nail fungus, including for toes. **Booth No. 643**

Soak away all your worries with the Stress Relief Bath from Abra Therapeutics. The soothing treatment contains stress-busting herbs like valerian, hops, and St. John's Wort and promotes therapeutic relaxation. **Booth No. 234**

Now you can apply sunscreen on delicate ears and lips with the convenient new Hot Spots sunscreen from Kiss My Face. The product comes in an innovative stick formula, the same size as a tube of lip balm for easy portability. **Booth No. 442**

Buying new razors and toothbrushes is a necessity, but it doesn't have to waste valuable resources. Recycline makes it easy to be environmentally conscious with their toothbrushes and razors, made from 100% recycled material. **Booth No. 728**

Experience the healing powers of aromatherapy with quality essential oils from Aura Cacia. Now the company has a full line of aromatherapeutic products, from baby shampoo to diaper cream, to soothe fussy babies **Booth No. 2811**

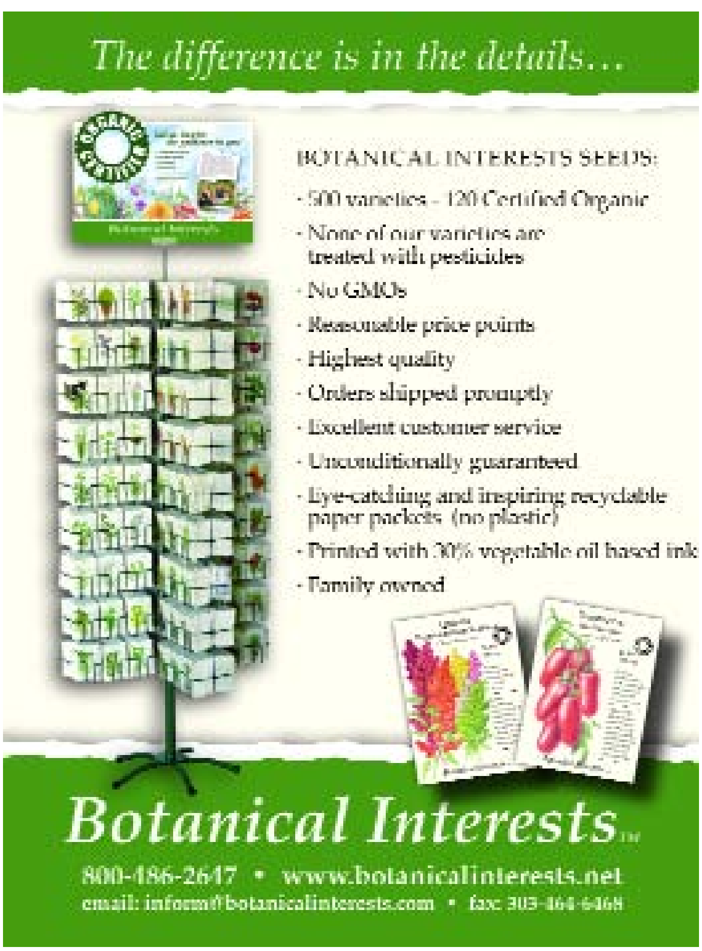
From insect repellants to balm for sore muscles, W.S. Badger Co. makes many great products for anyone who spends a lot of time outdoors, as well as their friends indoors. Best of all, their skin care products are 100% natural. **Booth No. 255**

Can't decide what to get that special person? Try a custom gift basket from Beautiful Soap filled with natural petroleum-free shower gels, body scrubs and lotions. You can treat yourself to a little pampering, too. **Booth No. 741**

Diabetes is on the increase, and diabetics have special skin needs. Brigit True can help, with a Diabeticae line of extra-gentle products for the most sensitive skin. Non-diabetics will love the company's other product lines. **Booth No. 352**

SUPPLEMENTS

The supplement industry is still hot, as more consumers make the switch to healthier lifestyles. While vitamin supplements will likely always be around, there are so many new innovations in this





What's Cool

category that are worth investigating.

Could a supplement allow you to skip using deodorant? That's the secret of Body Mint, which works from the inside out to make your underarms and feet smell fresh. **Booth No. 4615**

Fish oil has many health benefits, but it's important to choose a brand that doesn't have contaminants like mercury. You can rely on Nordic Naturals for pure, high quality fish oil supplements, which even come in great flavors to mask the fishy taste. **Booth No. 1111**

People who can't consume fish still need Omega-3 Fatty Acids. Barlean's can help, with their flax, borage and evening primrose oil supplements. Unlike fish oil, you can put flax oil in a smoothie and not notice the taste! **Booth No. 1927**

NOW Foods is one of the best-known vitamin and supplement companies, and they have the awards to prove it! They previously won a spot on the Expo East "10 Best New Products" list for their Air Defense Immune Booster formula. Stop by the booth and see why. **Booth No. 1127**

Don't be caught unprepared for another flu season! Boiron makes the best-selling homeopathic flu remedy Oscillococcinum, which four clinical studies have shown to reduce the duration of flu symptoms. It has to be taken at the first sign of symptoms, so keep some in your house. **Booth No. 1627**

Too few people realize that probiotics are beneficial for everything from healthy digestion to boosting the immune system. Try a good probiotic supplement, like Dr. Ohhira's Probiotics 12 PLUS from Essential Formulas Incorporated, and see how healthy these good bacteria can make you feel. **Booth No. 1605**

With so many companies making unverifiable claims about their products, it's reassuring to buy from a company that has been around for almost 30 years like Kroeger Herbs. They have a wide range of products to meet all of your supplement needs, from vitamins to combination herbal formulas. **Booth No. 2021**

Even having a healthy diet may not be enough to avoid exposure to toxins, but traditional cleanses can feel drastic. Now you can gently eliminate toxins before they build up with a daily cleanse from Wellements, available in tea or capsule form. **Booth No. 1427**

Private labels have become big business in the food industry, and they can be just as successful in the supplement industry as well. Reliance Private Label Supplements can offer high quality vitamins and combination herbal formulas for all your private label needs. **Booth No. 1426**





What's Cool

The ancient healing method of ayurveda could cure what ails us in the modern age, too. AyurBest has a wide variety of ayurvedic formulas to treat everything from sinus troubles to joint health. **Booth No. 1142**

Sometimes natural supplements are used to complement rather than replace traditional pharmaceutical treatments. Dry mouth is a common side effect from many pharmaceuticals, but a natural slippery elm formula from the Henry Thayer Co. can help relieve this symptom. **Booth No. 236**

HOME AND GARDEN–

If you think that organic and natural products at home are limited to the contents of the refrigerator, you're in for a real surprise. The convergence of environmental awareness and the interest in healthier lifestyles has created a big market for alternative products for the home.

Yes, you can tackle even the heaviest, hardest cleaning jobs without resorting to toxic cleaners. Bi-O-Kleen offers many environmentally friendly cleaning products for the toughest jobs, even for use in industrial settings.
Booth No. 944

Food safety has become a huge issue in light of recent contamination outbreaks. Now you can fight back naturally with products like Beaumont Products Veggie Wash, made from safe yet effective organic citrus. It can even be used to sanitize countertops too!
Booth No. 552

Clean up greasy messes without harsh chemical stripping agents. See how effective and powerful natural enzymes can be in cleaning grease and grime, with products like naturally clean by Chemfree Solutions. **Booth No. 840**

Indoor air is often more polluted than outdoor air, which is why organic furnishings matter. Carolina Morning Designs produces many attractive and safe home furnishings, like pillows, seat cushions and meditation mats, all made with organic fibers. **Booth No. 4506**

High efficiency washing machines are better for the environment, but until now it has been hard to find eco-friendly HE laundry detergent. Earth Friendly Products is changing all that, with the introduction of their new Ecos HE detergent.
Booth No. 831

Babies may be tiny, but they're still capable of making big messes. Let Mother Natural help you clean up those messes with natural and safe products that won't put that precious little one at risk from toxin exposure.
Booth No. 848





I'll Be There...



Trulane Woken
Cone's Health Foods

"The Healthy Harvest Show is great for education, and the smaller more intimate setting makes it easy to meet people and network with industry members. It's like recharging my 'retailer batteries,' and when I get back to my store I'm excited to be there! That's all folks....."

How About You?

You Won't Want to Miss Out on This Fantastic Industry Trade Show

- Discover new products and vendors for your store
- Get great show-only specials and discounts
- Free educational program
- Free meals and social events throughout the weekend
- Network with your fellow retailers
- Enjoy the relaxed atmosphere of a regional trade show
- Have fun in exciting Long Beach, CA

Note: Your store does not need to be a member of the Natural Products Association West in order to attend the Healthy Harvest Show, but we do encourage all retailers to join this worthwhile industry trade association.

Healthy Harvest Show
Long Beach, CA • October 26-28, 2007
Natural Products Association West

Register Today—go to www.healthyharvestshow.com or call (805) 646-4246

Natural Products Buck Cleaning Products Sales Trends

BY DAVID WORTMAN

Studies indicate 93 percent of the U.S. consumer market is concerned with sustainability. Among this group 90 percent are interested in natural cleaning products, though only one-third currently purchase them.

Consumers appreciate sparkling clean floors, germ free countertops and fresh smelling bathrooms. But what they're willing to purchase and do to meet their cleaning needs is profoundly changing, affecting the bottom line for retailers of household cleaning products.

According to Mintel, the U.S. household cleaning products market, worth $2.7 billion in 2005, slid nearly 8 percent in value from 2000. And while supermarkets still have a firm hold on retail sales—an estimated 74 percent in 2005 – they continue to lose market share to mass merchandisers and drug stores. Mintel estimates that the household cleaning products market will decrease by another 5 percent between 2005 and 2010.

Time management is a major driver of changing consumer cleaning habits. Consumers now spend 20 percent less time cleaning than a decade ago. With a faster pace of life and nearly 60 percent of women working, only 9 percent of consumers thoroughly clean their homes weekly, opting instead for quicker and lighter cleaning. And with an increasing number of childless households, consumers have far less demand for products catered to deep cleaning, or mopping up after spills and accidents. Surface cleaners, while still the largest market segment with over 58 percent of sales, experienced the largest sales decreases, along with rug cleaners and furniture polish.

To remain competitive retailers should tap into the bright spots of this otherwise sagging market. Products that tout convenience will continue counter market trends, with sales of quick cleaning products such as cleaning cloths expected to increase. The recent outbreaks of SARS, E.coli, and avian flu have also created what Mintel calls a "germaphobic" culture in America, and increased interest in anti-bacterial and disinfecting products.

Natural alternatives to conventional household cleaners are among the best market performers. Sales in natural food stores increased from $11.5 million to $16 million from 2003 and 2005, and while still comparatively small in sales revenue, several brands now have sales topping $1 million.

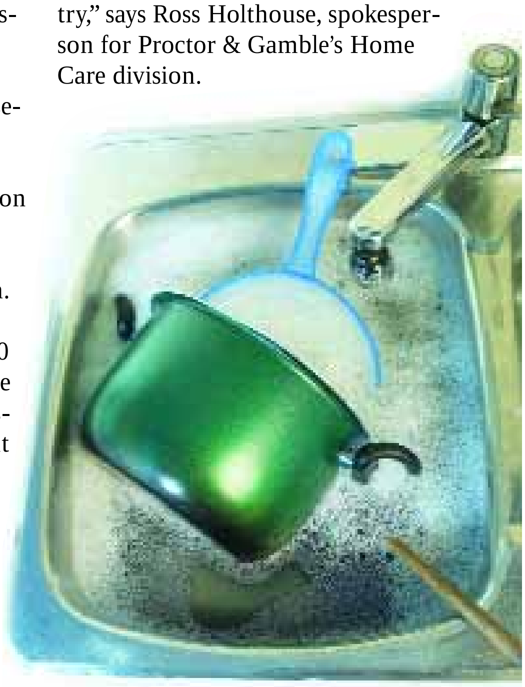
"We've seen same store sales increasing 30 percent a year, and up to 60 percent in the food channel when you factor in new customers," says John Murphy, Vice President of Sales for Seventh Generation. Seventh Generation's products are now found in both conventional grocery stores and drug stores in select locations throughout the country such as Shop-Rite, Albertsons, Kroger, and Publix.

"Laundry detergent and dish detergent are the two cleaning categories in which natural products are having the most success," observes Maria Brous, Director of Media and Community Relations for Publix Super Markets.

Seventh Generation's Murphy notes that overall sales strength can be traced to the convergence of consumer concerns about health, wellness, and sustainability. Indoor pollution, toxicity, and the environment are among the concerns driving natural products into mainstream markets, as are government regulations banning ingredients like phosphates.

Populations increasingly connecting allergies or other respiratory conditions with cleaning products are looking for more natural products free of scents and dyes, while those that do prefer scents — still a significant segment of the market — find appeal with citrus, lavender and, other natural oils in natural products.

Major suppliers are taking notice, and conventional manufacturers are poised to release more environmentally friendly products in the next 6 to 12 months. "We recognize that this is a growing trend and segment within the cleaning products industry," says Ross Holthouse, spokesperson for Proctor & Gamble's Home Care division.



Mintel surveys echo such sentiments, indicating that 58 percent of respondents attempt to buy "environmentally friendly" cleaning products, while Hartman reports that 90 percent of consumers in the "world of sustainability" – comprising 93 percent of the U.S. consumer market — are interested in natural cleaning products, though only one-third currently purchase them, creating a significant latent market demand.

The effectiveness of natural cleaning products is a legitimate consumer concern. But trials are showing that many natural products perform as well as or better than their conventional counterparts. Recent tests by Consumer Reports ranked Ecover's dishwasher cleaning tablets and powders as top performers. "Our own labs test the efficacy of our products, and we stand behind each of them," says Kipling Rutherford-Sameshima of natural prod-

continued on page 28



Canadian Expansion

BY DAN BOLTON

Canadian organic grocer expands and grows to meet demand.

The rapid rise of organics is conspicuous not only for the growing number of stores featuring these products but for the number of rapidly growing stores.

Winnipeg Manitoba's Organza Market is the largest organic grocer in this city of 648,000 on the Canadian prairie. Owner Gerry Dickson has nurtured organic retailing from humble beginnings in an 800-square-foot converted house through two locations in the late 1990s.

Today his second-floor administrative offices are larger than his first store. The airy, modern, open design of the 9,000 square-foot store below is fronted by a 200-car parking lot and houses the Dandelion Eatery, an organic restaurant that seats 50. His highly trafficked location, named Confusion Corner for the five main traffic arteries that converge at this point, is one of the most accessible and best known places in Winnipeg.

In 1999 Dickson purchased the former Harvest Collective in his first expansion and renovated two structures, adding a juice bar and commercial kitchen to prepare deli items. He installed POS and inventory controls, hired full-time staff and was earning more than $1 million annually by the time he outgrew locations on Corydon and Westminster Ave.

Organza Market opened in November 2005 "to meet the growing demand for organic products," said Dickson.

"After four moves I wasn't sure how our base would shift," he said. Many customers told him they preferred the intimacy of the original stores but 60 to 70 percent drawn to this store are new customers.

The building was previously a family entertainment center. The interior layout of the new store is based on a model used by organic markets across North America. The expanded design permitted a reading/education center, a restaurant, bakery and deli as well as additional space in every department. The store now carries 8,000 SKUs with 30 percent of these products certified organic.

In the Dandelion Eatery Chef Ben Kramer oversees a new kitchen with vastly improved foodservice capabilities, including a cooking area for organic meat. Diners can enjoy organic wines and beer with their meals. The lunch crowd favors sandwiches and local pork, chicken or the Organza Bonanza and buckwheat noodle salads. At dinner you can order mushroom fricassee followed by Stonewood elk, Ekert's Organic Beef, pan roasted duck and maple marinated sablefish, northern pike with pine nuts and smoked wild salmon flat bread.

"We are dedicated to creating a menu based on regional ingredients," said Kramer whose best sellers are elk and locally caught fish. "Restaurants should look to their own backyard for the best ingredients, he said. "Sourcing local encourages increased local production."

"We support producers practicing sustainable agriculture. Our belief is reflected not only in our food, but also in our choices of beer, wine and even packaging used for catering," adds Kramer. The restaurant was named by *Where Canada* as one of the top 10 best new restaurants in Canada in 2006.

Organza is managed by Zyg Iskierski who handles purchasing, security and general operations. Dickson staffs the stores and is responsible for sales, marketing, and merchandizing and store services.

Larger space permitted new departments such as the education/ reading area, a bakery and deli. Cooking classes, guest speakers, tasting evenings and promotional events are all part of the educational opportunities customers can expect from Organza Market.

Dickson said that organic grocers in Canada face some unique challenges. Legislation requires product labels carry both a French and English description. The market for organics remains relatively small in this nation of 33 million. Only about 10 percent of organic items on the market meet strict requirements making it difficult for Dickson to stock many big sellers in the states. A short growing season and temperatures that range from 40-degrees Celsius (104 in summer) to 40 below restrict what grows locally.

Dickson strives for a broad balance of goods. In the produce section he is proud of the elongated Kelsey sweet onions at $1.67 a pound.

"My best suppliers are not marketers. Farmer's markets are popular and they talk about cutting out the middleman but we are the go-between. I enjoy telling their stories, like the zucchini grower whose wind damaged crop was lost until his neighbor fed it to his pigs. Now he's a pig producer," said Dickson.


Chef Ben Kramer

Among the jellies alongside Crofters and Emelia Apricot Chutney are Duchy Originals endorsed by the Prince of Wales and, of course, a range of organic maple syrups and confections. The store has a stand-alone freezer containing certified baby food (package of broccoli sells for $CAN6.99 and a good selection of cooking oils including Manitoba Harvest hemp seed oil. Dickson says he invested in the brand, evidence of his strong commitment to local producers.

In the meat case elk sausage sells for $CAN20.29 per kg ($9.20 per pound) and Berkshire Pork (a dark red, marbled delicacy humanely raised by 20 local producers) sells for $CAN32.50 per kg. ($14.75 per pound). Exotic meats like Kurobuta Pork from Japan are on display. An organic New York strip sells for $18 a pound.


Owner Gerry Dickson

Hund-N-Flocken natural dog food is a big seller. The store holds ethnic specialties like Shiro Miso Shinmeido and Umebashi (pickled Japanese plums) a $CAN17.39 delicacy. Demand for soy products is down but non-dairy beverages like rice milk and Rice Divine in the freezer case are selling well.

Wholesome Sweetners raw sugar along with bulk dispensers for cereals and grains remind customers of the co-op days.

Dickson, 50, is a skillful merchandiser. Since opening the restaurant he has introduced Dandelion private label fairtrade coffee, salad dressings and rubs.

He credits much of his success to the changing diet and lifestyle of Winnipeg's residents. Dickson avoids stocking highly processed foods. "Products with ten or more ingredients we try to avoid," he said.

Despite his effort "our number one sellers are processed. They are not much better than junk food but brands like Kettle Chips are a crossover to real healthy food," he said.

"It is so hard to move them (customers) from a starch-based diet. It's the single biggest obstacle to helping people. That's why I made room for an education center and I work with naturopaths

After World War II it was all about shelf-stable products and high yield farming so we would never run out of food again.

"That was perceived abundance," he observes. "Today everything is fresh and healthy and that's true abundance." NFN

FOOD FOR THOUGHT

First Opened: 1999

Number of Employees: 30

Total Square Footage: 9,000 Sq. Ft.

Restaurant: 2,000 Sq. Ft.

Retail: 4,650 Sq. Ft.

Annual Sales: $4 million ($3.8 million US)

NATURAL PRODUCTS from page 25

ucts producer Ecover. Mintel notes that offering trial sizes and coupons may entice consumers to make the switch.

Price is also still a major barrier for the growing natural cleaning products market. Murphy notes that Seventh Generation's goal is to be within 10 to 20 percent of the price of leading conventional brands, noting that ingredients such as essential organic oils are more expensive than synthetic fragrances.

As sales volume increases, prices for natural products are expected to continue to become more competitive with conventional cleaning products, he said.

Others contend that consumers are willing to pay a premium for more natural products, particularly through more integrated product placement and education.

"There is a much larger segment of customers who are legitimately interested in



protecting the environment, but is not top-of-mind for them," says Brous of Publix.

"These customers will, however, pick up these products if they find them during their normal grocery trip down the clean ing aisle." Brous says that stocking items in the regular retail sections helps bridge this gap for mainstream customers who are interested in doing more to help the environment.

As for the future, natural products manufacturers are taking stock of trends, looking at more concentrated products such as dishwasher tablets to reduce packaging and increase convenience, producing more natural fragrances to appeal to consumer noses, and finding better natural ways to power out stains and kill germs.

Overall, the natural products industry continues to grow as people leave behind the "old school thought of hospital like cleaning" and opt for more natural household alternatives, according to Ecover's Rutherford-Sameshima.

"As the market grows, natural cleaning products will become even better and more widely used," says Rutherford-Sameshima. "The possibilities are endless." NFN



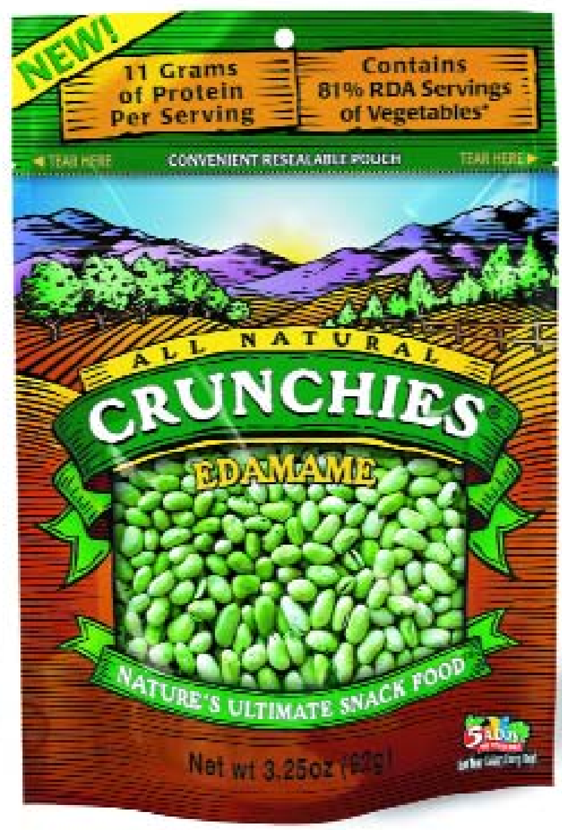
CRUNCHIES FOOD COMPANY

Nature's Ultimate Snack Food™



UPC CODE: 734020540023

Ingredients: Strawberries



UPC CODE: 734020520209

Ingredients: Edamame (green soybeans)

Fruit and Veggie Crunchies® are as tasty and nutritious as they are good looking.

Retailers

- 12 month shelf life
- Tasteful/Effective Packaging
- Proven Best Sellers
- Free Display Rack
- Compact & Resealable Bags
- Sturdy & Shelf Steady
- Convenient Line Pricing
- Many Merchandising Options

"Your list of ingredients is like a breath of fresh air."
Sara Reid (Danville, CA)

Consumers

- Low Fat/No Sodium
- Wheat & Gluten Free
- No Preservatives/Additives
- Raw Food Compatible
- Organic sku's/GMO-Free
- Kids LOVE them (parents too!)
- Great Value!
- Grab & Go Packaging

240 East Lombard Street Suite 101 • Thousand Oaks, California 91360
ph: 805.230.2248 fax: 805.230.2476 • www.crunchiesfood.com • e-mail: info@crunchiesfood.com

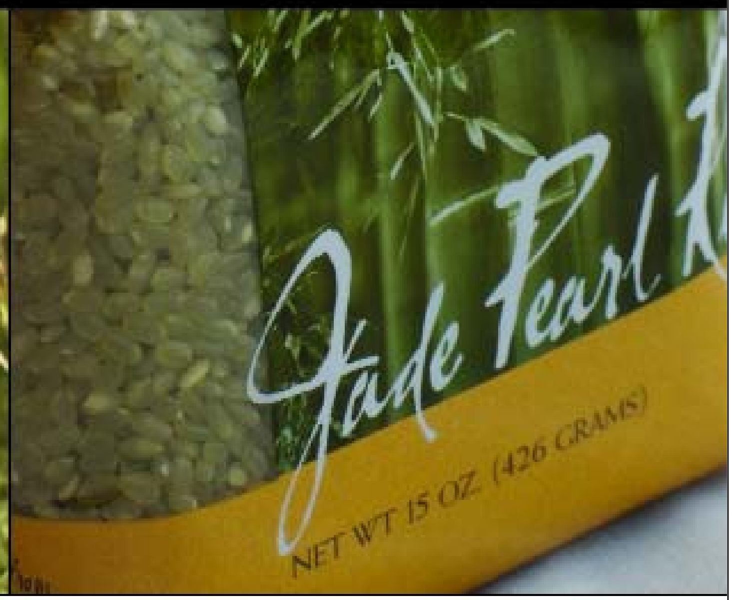
LOTUS FOODS

A WORLD OF RICE

NEW Organic Jade Pearl Rice™

Bamboo Infused for Flavor and Nutrition





JADE PEARL RICE

Bamboo is the true tree of life; growing 3 feet a day—strong, resistant to disease & flexible, constantly replenishing, it is nature's model of sustainability. Published research indicates that bamboo extract functions as an aging, fatigue, and cardio vascular disease inhibitor, mood and immune modulator, and anti-bacterial, anti-viral agent. Our Jade Pearl Rice™ is the perfect delivery system for this nutrient rich food—an organic pearled rice infused with BamBoom!™ a wildcrafted bamboo extract made from the Moso species of bamboo that grows in the virgin highland forest of south central China. When cooked, this premium rice produces the aroma of a bamboo forest, a light vanilla taste, and an explosion of health giving nutrients.

- Especially rich in chlorophyll, fiber, iron, amino acids, calcium, magnesium & other minerals & vitamins.
- Free of fat, sodium, cholesterol, gluten, wheat, & allergens.
- Cooks in only 20 minutes producing a beautiful jade color.
- A great accompaniment to vegetable, fish, poultry, or meat preparations.
- Makes an especially pretty plate presentation, sushi and dessert pudding.

5/11 LB BULK BAG	ITEM #10370
Unit Dimensions: (hxlxw)	12.6" x 10.0" x 2.6"
Case Pack:	5/11 lb.
Case Dimensions: (hxlxw)	14.6" x 12.2" x 15.0"
Case Cube	1.55 cu. ft.
Pallet Configuration	9 tie x 4 high
Pallet Count	36 bulk case pack
MSRP	$3.59

12/15 OZ. RETAIL BAG	ITEM #10360
Unit Dimensions: (hxlxw)	6.5" x 3.25" x 1.75"
Case Pack:	12/15 oz.
Case Dimensions: (hxlxw)	11" x 8.75" x 5.5"
Case Cube	.31 cu. ft.
UPC #:	7 08953 10360 0
Pallet Configuration	18 tie x 7 high
Pallet Count	126 cases
MSRP	$4.59

Lotus Foods, Inc. 921 Richmond Street El Cerrito, CA 94530
Phone: 510 525 3137 Fax: 510 525 4226 E-mail: info@lotusfoods.com Web: www.lotusfoods.com

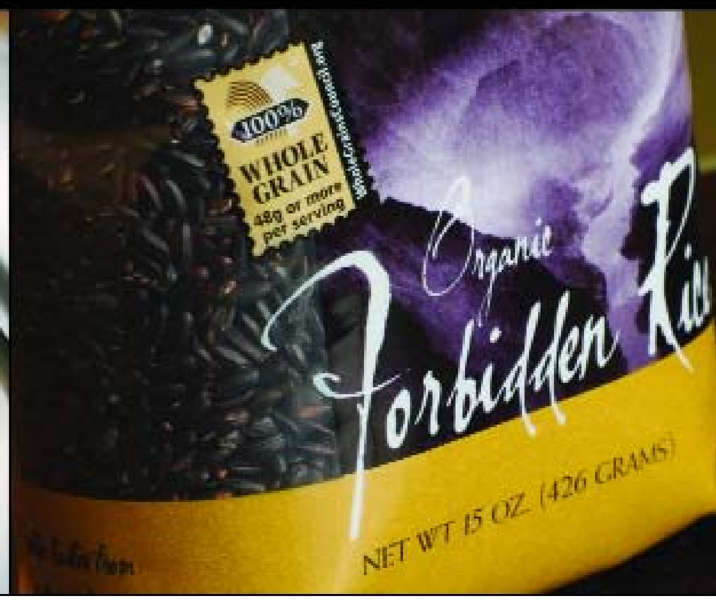
SELLSHEET

LOTUS FOODS
A WORLD OF RICE

NEW Organic Forbidden Rice®

The Emperor's Exclusive Grain





FORBIDDEN RICE

Organic Forbidden Rice is the same heirloom rice that was grown exclusively for the Emperors of China, but is now certified organic. Legend tells us that Forbidden Rice enriches health and ensures longevity. Our most popular rice, now grown organically, is prized for its fragrant aroma, nutty taste, deep purple color and nutritional value. According to Chinese scientific research, black rice nourishes the kidneys, invigorates the function of the spleen, warms the stomach, brightens the eyes, invigorates the circulation of the blood and is high in chi.

Forbidden Rice pairs beautifully with all cuisines; use it steamed plain, in a pilaf, stir fry, salad or pudding.

- 100% Certified Organic
- Cooks in only 30 minutes
- A whole grain rice
- High in iron
- Gluten free, wheat free

5/11 LB BULK BAG	ITEM #10270
Unit Dimensions: (hxlxw)	12.6" x 10.0" x 2.6"
Case Pack	5/11 lb.
Case Dimensions: (hxlxw)	14.6" x 12.2" x 15.0"
Case Cube	2.00 cu. ft.
UPC #:	7 08953 10270 2
Pallet Configuration	9 tie x 4 high
Pallet Count	36 bulk case pack
MSRP	$3.59

12/15 OZ. RETAIL BAG	ITEM #10260
Unit Dimensions: (hxlxw)	6.5" x 3.25" x 1.75"
Case Pack	12/15 oz.
Case Dimensions: (hxlxw)	11" x 8.75" x 5.5"
Case Cube	.31 cu. ft.
UPC #:	7 08953 10260 3
Pallet Configuration	18 tie x 7 high
Pallet Count	126 cases
MSRP	$4.59

Lotus Foods, Inc. 921 Richmond Street El Cerrito, CA 94530
Phone: 510 525 3137 Fax: 510 525 4226 E-mail: info@lotusfoods.com Web: www.lotusfoods.com

SELLSHEET



Bring Home the
Goodness of
ORGANIC™
FARMER'S MARKET
ORGANIC
Pumpkin
ORGANIC
Butternut Squash
ORGANIC
Pumpkin Pie Mix
ORGANIC
Sweet Potato
Puree
Farmer's Market Foods have the pure,
fresh flavor you'd expect to find at a
country produce stand.
Bring Home the
Goodness of Organic
with Farmer's Market.™
FARMER'S MARKET
FARMER'S MARKET FOODS
CORVALLIS, OREGON USA
WWW.FARMERSMARKETFOODS.COM

"Best Corn Snack In America"



GLAD CORN® Brand A-Maizing Corn Snack:

	Product Size	Bags per box	Store Price	UPC CODE
Original flavor (free samples in 4oz & 12 oz. cases)				
	4 oz.	24 bags	$19.00	7-59178 00401-2
	12 oz.	8 bags	$17.00	7-59178 01201-7
	12 lb. bulk	1 bag	$32.00	7-59178 00001-4
Jalapeno flavor (free samples in 4oz & 12 oz. cases)				
	4 oz.	24 bags	$19.00	7-59178 00402-9
	12 oz.	8 bags	$17.00	7-59178 00120-4
	12 lb. bulk	1 bag	$32.00	7-59178 00000-7
Bar-B-Q flavor (free samples in 4oz & 12 oz. cases)				
	4 oz.	24 bags	$19.00	7-59178 00403-6
	12 oz.	8 bags	$17.00	7-59178 01203-1
	12 lb. bulk	1 bag	$32.00	(No UPC code)
Gourmet Cheddar flavor (free samples in 4oz & 12 oz. cases)				
	4 oz.	24 bags	$19.00	7-59178 00404-3
	12 oz.	8 bags	$17.00	7-59178 01204-8
	12 lb. bulk	1 bag	$32.00	(No UPC code)

- *All Natural*
- *Gluten - Free*
- *Whole Grain*
- *Good Source of Fiber*
- *Unique, Patented Product*
- *"This stuff is addicting!"*
- *"The samples you include in each case helped the product "blow out" of our store!"*
- *"I like the bottom of the popcorn bowl & knew I'd like this!"*
- *"This is an amazing, tasty product!"*
- *"Lip smacking delicious!"*

* * * * *

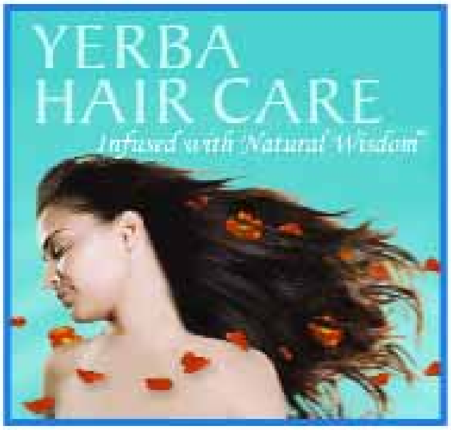
Spring '07 Chicago Fancy Food Show
Booth #5106
Call for sample!

* * * * *

G.E.F. Gourmet Foods, Inc.
35584 County Road #8
Mountain Lake, MN 56159
Phone/Fax 1-800-692-6762

WWW.GLADCORN.COM

GLADCORN
A-MAIZING CORN SNACK



YERBA HAIR CARE

Infused with Natural Wisdom™



Have You Got the Girl?

Give Your Customers Luxurious, Healthy Hair

Call

800-353-1991

Use Intro Offer Code: "YERBA GIRL"

- Ancient Native American Recipe - For thick, luxurious, healthy hair
- Intensely Herbal - Pure extract of Negrita & Amole herbs
- Proven - Promotes vigorous, healthy hair growth

Thicker, More Luxurious Hair

100% SUSTAINABLY WILDHARVESTED HERBS

UPC Code	Yerba Item	Reg Cost	Intro Cost	MSRP	**Your Profit**
75668500056	Shampoo 8 oz	$4.25	$3.40	$6.95	**$3.55 ea**
75668500006	Shampoo 16 oz	$6.25	$5.00	$10.45	**$5.45 ea**
75668500025	Concentrate Scalp Therapy 8 oz	$4.75	$3.80	$7.95	**$4.15 ea**
75668500032	Concentrate Scalp Therapy 16 oz	$8.25	$6.60	$13.75	**$7.15 ea**
756685000117	Conditioner 8 oz	$4.25	$3.40	$6.95	**$3.55 ea**
756685000094	Conditioner 16 oz	$6.25	$5.00	$10.45	**$5.45 ea**

Introductory Offer 20% off + FREE Shipping

on orders of $100 or more

Available exclusively from Taos Herb Company

TaosHerbCo.

www.taosherb.com

Beth Farrow, Wholesale Accounts Manager, office@taosherb.com

Orange Guard



Finally- Pest control for the organic household

Retailers-If you sell natural and organic foods you should consider offering your customers all natural, water based, OMRI listed pest control that really works. Completes the organic household. All ingredients on FDA GRAS list (generally recognized as safe), EPA registered. May be used around food, humans and pets. Contact insecticide and residual repellent.

32 OZ. BOTTLE HOME PEST UPC# 654197000024	ITEM# 103	CASE OF 12 28 LBS. PER CASE
GALLON BOTTLE UPC# 654197000017	ITEM# 101	CASE OF 4 35 LBS. PER CASE
GALLON FIRE ANT UPC# 654197000048	ITEM# 105	CASE OF 4 35 LBS. PER CASE
32 OZ. BOTTLE ORNAMENTAL PLANTS CONCENTRATE UPC# 654197000062	ITEM# 108	CASE OF 12 27 LBS. PER CASE
GALLON ORNAMENTAL PLANTS CONCENTRATE UPC# 654197000055	ITEM# 107	CASE OF 4 35 LBS. PER CASE

OMRI™ Listed
Organic Materials Review Institute

888-659-3217

orangeguard.com

Health King 康帝®

The first authentic Chinese medicinal tea line based upon traditional formulas

20 Bags/24 Boxes/1 case

AllergEase	646322000481
Clear Eye	646322000450
Detoxer	646322000351
StopSmoking	646322000153
Blood Pressure	646322000092
Sugar Controller	646322000061
Cholesterol Guard	646322000405

To order contact your distributors
or call 888-838-8938
service@healthkingenterprise.com



" I had smoked 40 years 1.5 packs daily. I tried everything to stop smoking, but nothing worked. One day my friend told me about the **StopSmoking** tea, and I gave it a shot. Amazing! I stopped smoking after one week. With gratitude! " -Bob Budisz, Chicago IL

" Last week my daughter had an upset stomach, the **GastroEase** tea is the only thing that worked for her. Please send it out ASAP. I really need to have some at home. " -Marilyn Boyd, IA

" I have been losing hair for 2 years, 1 inch above my hairline there is no hair anymore. I took the **Hair Regeneration** tea for a few weeks and I was surprised to see that my hair started to grow back. " -Jennier Gaillard, NY

Health King Enterprise & Balanceuticals Group 238 W. 31st Chicago, IL 60616 www.healthkingenterprise.com



PURE ayre®

Pure. Powerful. Guaranteed.℠

ODOR ELIMINATOR *for all* pets

ODOR ELIMINATOR *for* baby

ODOR ELIMINATOR *for your* home



PureAyre is available in Home, Pet and Baby labels to meet the unique needs of your customers. PureAyre contains only food-grade ingredients to ensure that it can be used everywhere even around food and directly on pets. PureAyre is a naturally powerful way to completely eliminate odors from: pets, cars, draperies, furniture, carpets, bathrooms, and nurseries, including from cigarettes, shoes, cooking, burnt smells, animal waste, garbage, and petroleum odors like gasoline and diesel. There is nothing like PureAyre.

PureAyre is growing its national network of distributors, retailers, brokers, and reps. Call us or ask your distributor or broker for the PureAyre line.

Manufactured in Seattle, Washington.

We all want pure products. Because it's all natural, PureAyre's pure, powerful, food grade enzyme based technology lets us get rid of odors for a clean smelling home without the hazards of chemical products, masking agents, or artificial fragrances.

	PureAyre Baby	PureAyre Home	PureAyre Pet
Gallon		●	●
22 oz			●
14 oz	●	●	●
4 oz	●	●	



Contact your sales rep or call 1-877-PUREAYRE www.PUREAYRE.com


ORGANIC CERTIFIED
The difference is in the details…
BOTANICAL INTERESTS SEEDS:
· 500 varieties - 120 Certified Organic
· None of our varieties are treated with pesticides
· No GMOs
· Reasonable price points
· Highest quality
· Orders shipped promptly
· Excellent customer service
· Unconditionally guaranteed
· Eye-catching and inspiring recyclable paper packets (no plastic)
· Printed with 30% vegetable oil based inks
Family Owned
A wealth of useful gardening tips and information inside every packet!
Important planting information is right on the front for an at a glance reference for shoppers and store employees.
"We tested three seed vendors. Your company had by far and away the best quality, fastest turnaround getting us orders, best customer service and packaging. You will definitely be our vendor next year."
- MONTANA HEALTH FOOD STORE
Botanical Interests™
800-486-2647 • www.botanicalinterests.net
email: inform@botanicalinterests.com • fax: 303-464-6468

Visit our booth (#3256) at the NPE for Show Specials!

Give your customers great taste naturally with Ling Ling All Natural Spring Rolls and Potstickers

Easy and quick to prepare - No added preservatives or MSG
Made with natural and organically grown /processed ingredients
Includes potsticker or sweet and sour sauce packets

Item Description	UPC Code	Pieces per Bag	Bags Per Case	Bag Size
Chicken and Vegetable Potstickers	0-10878-01014-8	12	9	13 oz.
Vegetable Potstickers	0-10878-01028-5	12	9	13 oz.
Mini Chicken Spring Rolls	0-10878-34111-2	8	9	11 oz.
Mini Vegetable Spring Rolls	0-10878-34443-4	8	9	11 oz.
Roasted Vegetable Spring Rolls	0-10878-01732-1	4	9	11 oz.





Ling Ling

Ling Ling
2395 American Avenue
Hayward, CA 94545
(510) 293-1838
www.ling-ling.com

ELLA
MEAL ENGINEERS
SCONES

ALL Natural Dry Scone Mixes

ELLA are ready to use dry mixes with added soy and omega-3 and a powerful nutritional statement.

Each scone has 60 mg Omega-3

Why buy them

- Easy to make (Just add water)
- Lower in fat that typical scones
- No cholesterol
- No Trans-fats
- High in Protein

FLAVORS

- Orange Currant
- Blueberry
- Cappuccino
- Cranberry
- Raspberry

ORDER: Each case 12/16 oz packages

	ALL NATURAL	ORGANIC	WHOLE WHEAT	GLUTEN FREE
Cappuccino:	06-6100			
Orange-Currant	06-6200	06-5201		06-7200
Blueberry	06-6300	06-5301	06-8302	06-7300
Cranberry	06-6400			
Raspberry-Oatmeal			06-5701	06-8702







ORDERING SPECIAL: special offer code: **NTRLCT** and get 10% off any first order that is more than 2 cases. Free shipping for orders that are greater than 5 cases.

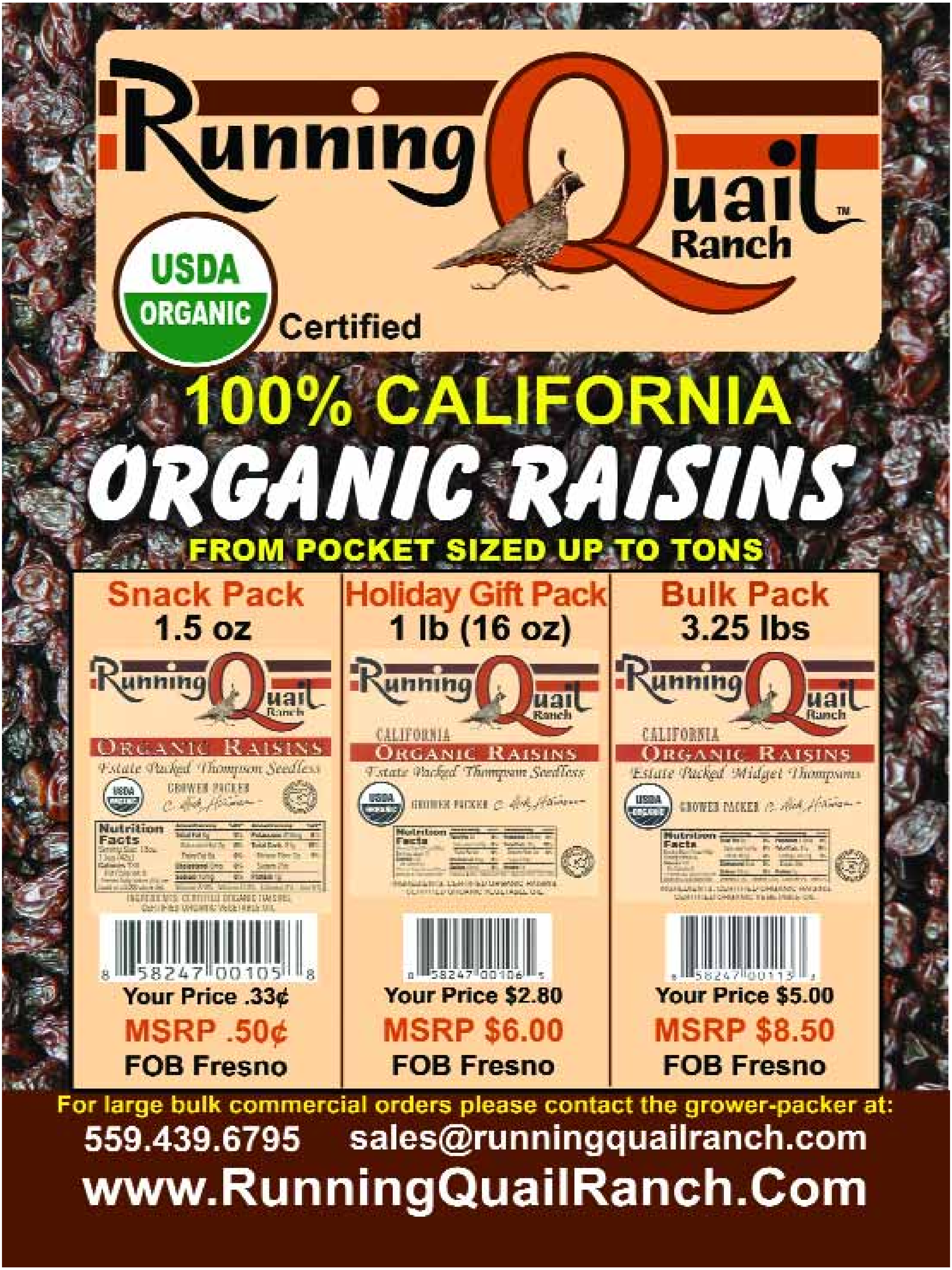
ORDER NOW FOR THE HOLIDAY BAKING SEASON AND SAVE!

ORDER MEAL ENGINEERS:

TOLL FREE: 1-866-ME IS YOU (1-866– 634-7968)

DIRECT: 530 - 668-0118

ON LINE: www.mealengineers.com


Running Quail Ranch™
USDA ORGANIC
Certified
100% CALIFORNIA
ORGANIC RAISINS
FROM POCKET SIZED UP TO TONS
Snack Pack
1.5 oz
Running Quail Ranch
ORGANIC RAISINS
Estate Packed Thompson Seedless
GROWER PACKER
8 58247 00105 8
Your Price .33¢
MSRP .50¢
FOB Fresno
Holiday Gift Pack
1 lb (16 oz)
Running Quail Ranch
CALIFORNIA
ORGANIC RAISINS
Estate Packed Thompson Seedless
GROWER PACKER
Your Price $2.80
MSRP $6.00
FOB Fresno
Bulk Pack
3.25 lbs
Running Quail Ranch
CALIFORNIA
ORGANIC RAISINS
Estate Packed Midget Thompsons
GROWER PACKER
Your Price $5.00
MSRP $8.50
FOB Fresno
For large bulk commercial orders please contact the grower-packer at:
559.439.6795 sales@runningquailranch.com
www.RunningQuailRanch.Com

ORGANIC

SEALED
FOR
FRESHNESS

NEW

SPELT NOODLES

CHOLESTEROL FREE

---Amish Style---



DELICIOUS MEAL MAKER

HANDMADE

SMALL FOOTPRINT-BIG $ PROFIT

USED IN FINEST NOODLE DISHES

KOSHER

Stand up Bags

Fits into Vita Spelt Pasta Family

Available in
Whole Grain and White
Garlic Parsley, Wide & Medium

Gross Weight: 7.5 lbs
6/10 oz. bags/case
Case Size 6.5 H x 8 W x 13.75 L
Case Cube: 0.414

For more information visit - www.purityfoods.com or call 1-800-99-SPELT





Nui is nutrition - vitamins A, B, C & D, calcium, electrolytes, fiber, & antioxidants from caffeine-free green tea & 9 fruits. The slight sweetness in Nui that kids love comes only from pure & natural fruit juice, but a serving has 1/2 the sugar of apple juice.

1 SERVING

Calcium	= 1/2 cup milk
Vitamin D	= 1 cup milk
Dietary fiber	= 1/2 cup carrots
Antioxidants	= 1 cup green tea
+ Vitamins A, B, C, & D	
1/2 the sugar of apple juice	

866-50-GONUI **info@nuiwater.com**

50% of Profits Dontated to Kid's Charities!

12/10 oz	Raging Red	Outrageous Orange	Purple Power
UNFI Denver & East	111518	111898	111856
UNFI West	27141	27143	27142
Nature's Best	620-575	620-591	620-583
Kehe Food Dist.	214967	214969	214968
Tree of Life - Cleburne	01127729	01127737	01127711

Ask your local distributor for more information or contact us via email at info@nuiwater.com



NEW PRODUCTS

COMPILED BY SARAH MUIR

▶ TRAIL POWER

Boost Energy and Endurance with Unique New Organic Trail Mixes

Canadian company Navitas Naturals, supplier of premium "power foods" from around the world, has launched a new line of organic trail mixes, branded Trail Power. The mixes available in three exciting varieties: Goji-Golden Berry-Mulberry, Goji-Cacao Nibs-Cashew and Three Berry-Cacao Nibs-Cashew, are made with exotic raw organic berries and nuts and packed with antioxidants, protein, fiber, vitamins and minerals. The new snack mixes are available in 4, 8 and 16oz re-sealable bags as well as in 10lb bulk for retail bins or food service. The new mixes are USDA certified organic and certified kosher through Earth Kosher. The 4oz bags sell for $5.45-$5.99. Navitas Naturals supply "power foods" including: gogi berries, maca, cacao, yacon, cashews, mulberries and gooseberries, to retail as well as raw to manufacturers. The company has two small distributors, currently doing most of their business directly. Contact Navitas Naturals USA at 888-645-4282.
www.navitasnaturals.com



▶ BAKE 'N JOY

Ready-to-bake muffins available in new varieties

The FreshBakes line of pre-deposited muffins now offers customers three new flavors. The 6.25 oz muffins come frozen and pre-measured in paper lined cups. Flavors include French Toast, Vermont Maple Walnut and Pear Pecan. The new flavors join a line of more than 20 trans-fat-free muffin varieties, including low-fat and 100% wholegrain choices. Bake'n Joy Foods, Inc., supply a fairly extensive selection of pre-deposited frozen bakery items, frozen batters, bakery mixes, fillings and icings. Interested retailers can email productinfo@bakenjoy.com or call 800-666-4937.
www.bakenjoy.com

▶ PURE INVENTIONS

Cocoa Antioxidant Extracts Like Chocolate Medicine

The Pure Inventions family of liquid nutritional supplements has added a new line of Cocoa Antioxidant Extracts. The extracts, which come in dropper-style bottles, contain high amounts antioxidants from cocoa, including the flavonols and polyphenols associated with cardiovascular health. The extracts are available in three flavors: Chocolate Cocoa, Mint Cocoa, and Vanilla Cocoa. They can be added by the dropper to any beverage, hot or cold.

Like all Pure Inventions liquid nutritional supplements, the Cocoa Line is all-natural and free of calories, sugars, caffeine, alcohol and artificial sweeteners. Pure Inventions use the Lo Han fruit as a natural sweetener, and are safe for women, men and children of all ages. Price per individual 2oz bottles is $34.95. A kit of 3 x 1oz bottles sells for $50. The company also offers Pure Inventions nutritional supplements in a line of Antioxidant Fruit Extracts and a line of Green Tea Extracts. Call 732-842-5777 for more information.
www.pureinventions.com

▶ DELUXE SHOWERWISE FILTRATION SYSTEM

Experience Chlorine Free Showers

Relieve your itchy skin and scalp, burning eyes and restore shine to your hair with Showerwise. The New Deluxe Showerwise Filtration System reduces the inhalation of vapors and the absorption of chemicals by effectively removing chlorine and reducing contaminants including iron, lead, arsenic, mercury, and hydrogen sulfide. It also inhibits bacterial growth and reduces fungus and mildew. Lasts 10-20 times longer than a carbon filter. Installs easily by hand and comes complete with multi-jet massage head. Enjoy healthier, cleaner and fresher showers today!
Suggested Shelf Talker: Your body can absorb more chlorine in a ten minute shower than from drinking the same water all day.With the NEW Deluxe Showerwise Filtration System you can experience fresher, cleaner showers without the chlorine smell and chlorine by-products that can irritate eyes/skin and aggravate symptoms for many asthma and allergy sufferers.

The SRP is $89 with 24 units per case, minimum order one case, call to apply for distributor discounts, all natural/health retail outlets.For more information contact Waterwise, PO Box 494000, Leesburg, FL 34749-4000.Call 1-800-874-9028 or email: info@waterwise.com
www.showerwise.com

▶ CAFFE SANORA

Patented Roasting Process Protects the Natural Antioxidants Found in Coffee

One of the hottest new healthy coffee products on the market, the Caffe Sanora brand is loaded with more antioxidants than most green teas. Labeled as being high in antioxidants, there is nothing added to the coffee to provide the antioxidant boost; the company simply preserves the antioxidants natural to the beans, using a roasting process that retains most of the antioxidants lost in traditional high-heat roasting. Caffe Sanora is available in light, medium and dark roasts, in whole bean or ground (including espresso grind), and in both caffeinated and decaffeinated varieties. Their Organic House Blend is the smoothest of all the company's roasts, providing a rich tasting, full-bodied, organic blend that will give the body a boost in more than one way. Caffe Sanora is available via the company website; minimum order is one package, with a price break at six packages. SRP is $9.99 per 12oz bag. Call 512-732-8300 for more information.
www.caffesanora.com



NEW PRODUCT Briefs

Win the "Golden Cod" Experience
Five lucky retailers and companions will win an all-expense paid trip to Nordic Naturals' California headquarters for three days and three nights of fun and education! Winning "golden cod" tickets can be found inside five of the 5,000 special Nordic Naturals dark chocolate bars to be distributed in the months of September and October 2007. There are two ways to win: chocolate bars will be awarded to the first 200 retailers that order at ExpoEast, and a bar will be mailed at the end of October to every natural health retailer that orders in the Third Quarter. This Willy Wonka spin-off is a fun way for retailers to win a trip to California for info, call 800-662-2544.
www.nordicnaturals.com

Del Monte Variety Selected as Best Pickle
Two top consumer magazines, "Real Simple" and "Rachael Ray Magazine" have named Del Monte Pickles Sweet Bread & Butter Chips as a category winner when naming favorite brands. "Real Simple named the pickle a winner in their "in a salad" category, while "Rachael Ray Magazine" named it "Best Bread & Butter". The pickle is part of the Del Monte Pickles Organics line, and is flavored with mustard and celery seed seasoning.
www.delmontepickle.com

Marathon Winners Featured on Cereal Boxes
The Nature's Path: Optimum ReBound Cereal will soon feature the "face" of its consumer. The cereal, which was specifically formulated for optimal post-exercise muscle recovery and fuel replenishment, will feature the male and female winners of the company's second annual Whidbey Island Marathon in April. Canadian-based, Nature's Path Foods produces breakfast foods, snacks and pasta that are sold nationally under the brands: Nature's Path, EnviroKidz™, LifeStream® and Optimum™.
www.naturespath.com

Bob's Red Mill Expand Manufacturing Capacity
In June 2007 Bob's Red Mill Natural Foods announced that they will soon triple their whole grain manufacturing capacity, with the move to a much larger facility. The move allows for expansion of the company's manufacturing, packaging, and distribution capabilities for the more than 400 Bob's Red Mill products. The new facility will enable the miller to create gluten free products at four times their current rate, in a 23,000sq ft. gluten-free manufacturing facility.
www.bobsredmill.com

continued on page 47

POPCHIPS

All-natural line of popped potato, corn and rice chips a new treat for the snack isle

One of the latest snacks to "pop" into the snack isle is called PopChips. Made just like popcorn using heat and pressure, the ingenious chip makers at PopChips are popping potatoes to make their healthy new snack! The PopChips line offers several varieties of popped potato, organic corn and brown rice chips that are made without oil and then flavored with a blend of natural seasonings. The chips are free of artificial colors, preservatives and trans-fats, and come in nine flavors including: Barbeque Potato, Sea Salt Corn and Wasabi Rice Chips. Other flavors include Original and Parmesan Garlic Potato Chips, Cheddar, Hint of Butter and Salsa Corn Chips and Sea Salt Rice Chips. PopChips are distributed by West of the Rockies. There are 12 bags per case; SRP per bag is $2.99. Contact: Chris Anderson, Vice President of Sales, at 916-941-6011 or chris@popchips.com. www.popchips.com



GOOD GROCERIES

SuZIE Brand Releases New Sensible Snack Products

The Good Groceries Company has launched two new healthy snack items under their SuZIE brand. The new sensible snacks, KRISBIT bread crisps and THIN CAKES puffed rice cakes are offered in new lines with several flavor varieties.

SuZIE's KRISBIT premium bread crisps are made with a unique variety of fruits and seeds and are lightly sweetened with brown sugar, honey and molasses. Great as a healthy snack with your favorite topping, or enjoyed alone, all four varieties: Original-Raisin, Blueberry-Raisin, Cranberry-Raisin and Strawberry-Pomegranate are trans-fat-free and a good source of fiber.

SuZiE's newThin Cakes are a line of puffed cakes that are made with natural whole grains, and similar to a rice cake, only in a larger, square shaped cake that is thinner than the traditional rice cake. SuZiE's Thin Cakes come in four varieties: Lightly Salted, Unsalted and Puffed Multigrain (in a 4.9oz size) and Puffed Spelt with Flax Seeds (in a 5.5oz size). A case contains 12 bags. For further information about the new SuZiE products contact Good Groceries Company, Inc. at 718-768-0821. www.good-groceries.com

SCONZA CANDY

Candy Makers Introduce New 70% Cacao Confectionery

Sconza Candy, candy makers since 1939, are riding the popular dark chocolate trend, introducing two new 70% Cacao varieties: Dark Chocolate Espresso Beans and Dark Chocolate Toffee Almonds. The new Sconza offerings are packaged in 5oz stand up "metallized" bags that match the current Premium Sconza line. The Sconza Direct Program is a great program for smaller retailers, offering 2-3 day delivery time, and free shipping with orders over $100. The product is shipped in tray display units that hold 12 x 5oz bags. Trays sell for $30 ($2.50 per bag). SRP is $4.99 each. Cases measure: 12-1/4 x 6-1/2 x 6-1/4. For more information contact Sconza Candy at 510-568-8137. www.sconzacandy.com



NEW PRODUCT BRIEFS from page 46

Anheuser-Busch Distributes Icelandic Glacial
The naturally pure, high-quality spring water bottled by Icelandic Water Holdings, makers of Icelandic Glacial Natural Spring Water, will now be available through beverage giant Anheuser-Busch.
Anheuser-Busch will be the master distributor for Icelandic Glacial super-premium natural spring water in the US, a move that will make the water accessible to more consumers and distributors nationwide. Initial distribution will focus on select markets including California, New York, New Jersey and Connecticut, with plans to expand nationwide in 2008. Icelandic Glacials recently received Carbon Neutral Certification for their environmental business practices.
www.IcelandicGlacial.com

"Super Juice" Enhanced Branding
Fruit juice company, Frutzzo, has added organic varieties to their Antioxidant Beverage Line, and also unveiled a new bottle shape, environmentally friendly packaging, and a brand new trademarked logo and tagline ("Fight Free Radicals"). Frutzzo produces 100% natural or organic fruit juices. Their new bottle design recently won the Glass Packaging Institute's 2007 Clear Choice Award in the Organic Beverage Division, and is made with recycled materials. Frutzzo's "free radical battling" juices are distributed nationwide and are available in 12oz and new liter sized bottles.
www.frutzzo.com

DANONE Awards Prize for Nutrition The Danone International Prize for Nutrition was awarded in July to Dr. Jeffrey Friedman, for his findings that link genetics and obesity, through his discovery of the hormone leptin. Dr. Friedman received a $163,000 grant from Danone Institute International, a non-profit organization created by Groupe Danone. The award recognizes scientists who demonstrate innovative research highlighting the importance of nutrition in overall human health. Friedman was selected through a process that involved more than 650 nutrition research institutions worldwide.
www.danoneinstitute.org, www.dannon.com

Belizza Antioxidant Sorbet Wins NASFT Award
The Pomegranate Açaí Sorbet produced by Caffè Classico Foods, Inc., was awarded the Outstanding Diet and Lifestyle Product by NASFT at the Summer Fancy Food Show in New York. The sorbet which is part of the Belizza line of antioxidant sorbets which includes Açaí , Pomegranate, Açaí Banana, Açaí Mango, and Pomegranate Raspberry varieties. The competition, previously called the NASFT Annual Product Awards, was reinvented this year to include an expanded list of categories that reflect current industry trends. For more information call 925-602-5400.
www.belizza.com

LITTLES

Dr. Praeger's New Line Makes Eating Fun

Star, dinosaur and teddy-bear shaped "pancakes" give Dr. Praeger's new kids line a fun appeal, that in conjunction with a list of all-natural ingredients, make the new products a sure hit! The gluten-free veggie pancakes are low in sugar and free of saturated fats. The tasty kid-size pancakes contain a good serving of protein and come in spinach, broccoli, sweet potato and potato varieties and are free of all preservatives. SRP per box is $3.29; a case contains 12 retail boxes. For more information, contact Larry Praeger, Vice President, at 1-877-PRAEGER or larry@drpraegers.com.
www.drpraegers.com



CORN THINS

Real Foods Roll Out New Snack

Corn Thins, the latest snack by Real Foods, are much like a rice cakes, only they are not as thick. They are made with golden corn, instead of rice, giving them a delicious popped corn taste. Corn Thins have a thin, crunchy texture and come in a Cracked Pepper & Lemon Corn flavor that makes them easy to enjoy on their own. Listed as kosher, halal and vegan, Corn Thins, are made with maize, sunflower oil, sea salt, black pepper, and natural lemon extract. They are gluten-free, trans-fat-free and GMO-free.

Real Foods' products are available via the following distributors: Nature's Best, and UNFI Atlanta, Chesterfield, Dayville, Greenwood, IA, New Oxford, Northern California, Northwest, Rainbow and Southwest. Brokers include: Advantage Sales & Marketing (East, NorthEast and SouthEast) and Natural Brokers. Contact Real Foods at 612-8595-6663.
www.cornthins.com

NATUREPOPS

No Need For Halloween Candy to be Scary

This Halloween retailers will be able to offer bagged treats that are made without dyes, hidden fats, pesticides, or other mystery ingredients.
NATUREPOPS organic lollypops made by College Farm® Organic are now available in 50-count decorated Halloween bags that contain a mix of individually wrapped NATUREPOPS in Cirtus Blast and Chocolate flavors. The organic lollypops are flavored with real fruit flavors and use only natural colors. The company make their wrappers using fully compostable material and ship using cartons that are made from recycled cardboard printed with water-based inks. NATUREPOPS are listed as kosher, vegetarian and vegan. SRP per bag is $6.49 - 6.99. A case contains 12 bags; minimum order is $100, with a discount for orders over $1750.
NATUREPOPS are available through most leading natural foods distributors. For additional information contact: Libby Moyer, Marketing & Sales Manager, at 800-367-2441 x 112 or libbym@qmi.quigleyco.com.
www.collegefarmorganic.com



SUPER FRUIT SPREAD

Crofter's Adds Organic Super Fruit Blend

In keeping with the current "super fruit" trend, Crofter's have added an Organic Super Fruit Spread, to their line of certified organic fruit spreads, conserves and jellies.

The antioxidant-rich spread features super fruits like açai berries, pomegranates, red grapes and morello cherries. The new spread is sweetened with white grape juice concentrate, and like their other six fruit spreads, has no added sugar. Call 705-746-6301 or email crofters@vianet.ca for more info on Crofter's fruit spreads.
www.croftersorganic.com

CINNERGEN

Food Supplement is a Natural Solution to Help Regulate Blood Sugar

With diabetes quickly becoming a medical epidemic, retailers can step up and do their parts in helping consumers find natural solutions to blood sugar issues. A new liquid supplement called Cinnergen combines a mixture of 12 concentrated whole food nutrient extracts including cinnamon, oat seed and blueberry leaf, as well as digestive enzymes for improved absorption. The concentrated nutrients in Cinnergen help the body efficiently and effectively metabolize sugar, and control blood sugar levels, a key factor in prevention of Type 2 diabetes. The company report that many users of Cinnergen have experienced improved energy levels, mood, sleep habits and mental alertness.



Developed by health technology company eFoodSafety, Cinnergen is available in 16oz and 32oz bottles; recommended daily dose is 1oz. Cases contain 12 x bottles. SRP for the 16oz size is $16.99, and SRP for the 32oz size is $29.99. Interested retailers can contact Patty Kushner at 866-660-5755 or pkushner@cinnergen.com.
www.cinnergen.com, eFoodSafety.com

PACIFIC NATURAL FOODS

Pacific Natural Foods Add Healthy Additions to Soup Lineup

The all-natural and organic soups made by Pacific Natural Foods are known for their wholesome, natural ingredients, that are Certified to the Source™. The company, who have recently made some healthy, trend-driven additions, to their soup family, will now offer light sodium versions of its three top selling creamy soups, as well as a line of organic soup made entirely from USDA certified organic meat including beef, chicken and pork.

The new light sodium soups, versions of Pacific Natural Foods' top selling creamy soups: Organic Roasted Red Pepper and Tomato, Organic Creamy Tomato and Organic Creamy Butternut Squash, contain the same natural goodness of the popular original flavors, only with half the sodium (about 280-380mg of sodium per a 1 cup serving). Packaged in 32 oz shelf-stable aseptic packages, SRP ranges from $2.49-$2.99.

The new canned soup line features eight ready-to-eat organic soups that are made using USDA certified organic meat. The new offerings include: Beef Steak & Fusilli Pasta, Spicy Black Bean with Chicken Sausage, Minestrone with Beef Steak, Chicken & Penne Pasta, Savory Chicken & Wild Rice, Spicy Chicken Fajita, Split Pea with Ham & Swiss Cheese and Savory White Bean with Smoked Bacon. The 14.5oz cans have a 24-month shelf life and a convenient pull tab top. SRP ranges from $2.99 to $3.49. For more information contact the company at: 503-692-9666.
www.pacificfoods.com

SEA MOBILITY

Pet Company Creates Treat that Provides Joint Support for Dogs

Ark Naturals Products for Pets are offering a line of nutritional supplements that come in the form of a jerky strip. The line of treat-style supplements, called Sea Mobility, contains therapeutic amounts of glucosamine, chondroitin sulfate, MSM and sea cucumber, that work to improve flexibility and healthy joint function in dogs. Available in the flavors Beef, Chicken, Venison and Lamb, the tasty treats are an ideal way to administer joint support ingredients. All dogs, even those with normal joint function, will benefit from the ingredients in Sea Mobility. The Venison and Lamb flavors are wheat-free and corn-free and perfect for dogs on restricted diets. The entire Sea Mobility line of treats is made without the use of hormones, antibiotics or by-products. All meat sources are farm raised and grain fed.



Ark Naturals treats come in re-sealable bags that have a shelf life of 12 months. All four flavors are available in a 9oz size for a SRP $12.99. The Beef and Chicken flavors also come in 4oz options that have a SRP of $ 5.99. For more information about Ark Naturals call 800-926-5100, or email sales@arknaturals.com.
www.arkaturals.com

HEART-HEALTHY SNACK

New Tortilla Chip Gives the Heart Something to Party About!

"Party Hearty" is the slogan the folks at Corazonas Foods are using to promote their line of Heart-Healthy Tortilla Chips. The company report that the all-natural chips, which are made with whole oats and plant sterols, are clinically proven to reduce LDL ("bad cholesterol") by up to 15%. In a bag that clearly labels the product as heart-healthy, a good source of dietary fiber, and as trans-fat-free, Corazonas Heart-Healthy



Tortilla Chips will not go unnoticed on store shelves. Fantastic flavors which include: Salsa Picante, Jalapeno Jack, and Original will be shelf grabbers all on their own! SRP per 7oz bag is $2.99, with 12 units per case. SRP per 2oz bag $1.29, with 24 units per case. Distributors include: Nature's Best, Snyder's of Hanover, Texas Premium, select UNFI and DPI houses. Interested retailers can email sales@corazonas.com or call 866-234-8051.
www.corazonas.com

San Francisco Herb & Natural Food Co. ®

Oregon Tilth Certified Organic

Grower, Importer, Wholesaler & Manufacturer:

* Loose Herbs & Tea Bags
* Bulk Botanicals, Bulk Teas
* Culinary Spice Blends
* Capsules, Oils, Extracts and Tinctures.



Call for FREE CATALOG!

Nature's Herb Co.

Since 1915

Packed in 32 oz PET jar

Loose Herbs & Bulk Tea Bags



100% Vegetarian Capsules



Summer Field Culinary Spices

www.herbspicetea.com

The Healing Formula™

Speeds healing of chronic and non-healing wounds

All Natural – Patent Pending

Satisfaction 100% Guaranteed

Bedsore Solutions LLC

P.O. Box 10071

Torrance, CA 90505

Toll free: 800 357-2944

Fax: 310 326-4209

www.healingformula.com

info@healingformula.com



ADVERTISE

Natural Food Network magazine

November/Devember Issue

Bakery & Baked Goods, Natural and Organic Meat & Seafood, Spices & Baking Products and Natural Remedies for Colds & Flu

To advertise, contact Angela Kilkenny (650) 286-4110
angela@naturalfoodnetwork
Download Media Kit and Rates at www.naturalfoodnet.com
Reserve space by Friday, Oct. 12
Artwork Due: Oct. 17

IN THE NEXT ISSUE

Paper or Plastic?

How big of a problem is packaging? At 160 million tons it is a significant portion of the trash generated annually and one that legislators intend to curb.

E-tail Sales

Big retailers are buying into the e-trend, including Giant's Peapod. The e-tailer reports sales growth of well over 100 percent in the last two years after teaming up with up with Wild Oats Markets Inc.

BPA Audited

May/June 2007 15,112 Qualified Buyers of Natural and Organic Products for resale at Health and Natural Food Stores, Independent and Chain Grocery Stores, Supermarkets, Food/Pharmacy Combinations and Gourmet & Speialty Retail.



Convention Displays

Portable Display Marketing

Portable Tradeshow and Graphics

www.conventiondisplays.com

Gary Ruley
Convention Displays Co.
Austin, TX 78746

512-347-1464

Natural Food Network
magazine

ADVERTISER INDEX

Hawaiian GINGER



KAUAI ORGANIC FARMS

Kauai Organic Farms
P.O. Box 86
Kilauea, HI 96754
Voice (808) 651 8843
Fax (808) 828 6709
Email - phil@kauaiorganicfarms.com
kauaiorganicfarms.com

PRODUCTS and SERVICES MARKETPLACE

Certified Organic Food Directory

2007

NFN 13 042307



All Things Organic SPECIAL

Only $49.95

Plus $5 shipping & handling

More than **25,000 LISTINGS** including **12,000 CERTIFIED GROWERS, PRODUCERS, HANDLERS, INGREDIENT SUPPLIERS AND MANUFACTURERS, WHOLESALERS AND DISTRIBUTORS** plus look-up sections for packaged goods, raw commodities and organic ingredients.

Name:

Address:

City: ____________________

State ______ ZIP Code ___________ + ______

Phone: ____________________

Ext: ____________ Fax: ____________

Email: ____________________

Credit Card Details

☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

____
Print name above exactly as it appears on card

Expiration Date: | || | / | || | / | || |

Total $ ________

____
Date

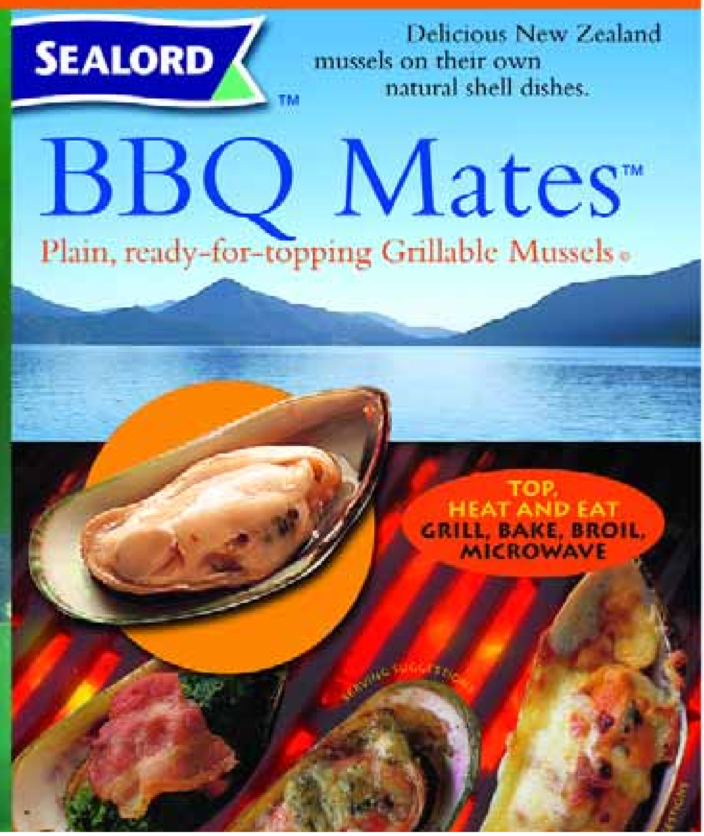
____
Signature

Credit card statements will show charges to One World Media, LLC (Natural Food Network's parent company). Directory will be shipped to billing address above unless otherwise indicated. Please allow eight weeks for delivery.

THE CERTIFIED ORGANIC FOOD DIRECTORY
63 Bovet Road, Suite 432, San Mateo, CA 94402-3104
Phone: (877) 236-5633 Fax: (650) 286 4107
www.naturalfoodnet.com

ORGANICALLY CERTIFIED MUSSELS NOW AVAILABLE IN THE USA!





Sealord Greenshell™ Mussels growing in the clean ocean waters of the Marlborough Sounds, in New Zealand

Sealord Group Ltd is 50% owned by Maori, the indigenous people of New Zealand.

Sealord has set the benchmark for a world organic aquaculture standard for molluscs.

Sealord's organic mussel farms and processing plant have been certified by Bio Gro NZ and the UK Soil Association; both organisations are certifiers approved by the USDA NOP.

A wonderful addition to the world's "Organic Larder" these mussels are now available in the USA.

Specially selected underwater farm sites and low stocking rates let the mussels grown in idyllic, stress-free conditions.

Sealord believes that 'organic' is not just philosophical good sense for the planet: it makes for a better shellfish eating experience!

The result is young, tender plump mussels: the New Zealand Greenshell™ mussel at its culinary best!

For all inquiries go to "Organic Mussels" on our website home page www.sealord.co.nz or email direct: organicmussels@sealord.co.nz

SEALORD


Tell your customers "no."
NO antibiotics.
NO growth stimulants.
NO fillers.
NO preservatives.
Sometimes "no" can be a good thing. Demand for natural products has seen a dramatic increase in recent years as more and more customers continue to say "yes" to healthy, all-natural alternatives such as Prairie Grove Farms®. Our 100% natural* pork products are tender, juicy and flavorful – and have absolutely no antibiotics or additives *ever*. There really is no other choice for increasing your margins.
Prairie Grove Farms®
PRODUCT OF U.S.A.
For more information, contact Pat Watkins.
815-762-2059 • prairiegrovefarms.com
*No artificial ingredients. Minimally processed.